

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

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B. A. I. S. 1922 with  
N. W. Ayer & Son

## Mental Photography

**N**EARLY everyone numbers in his acquaintance some person who is a bear-cat for remembering facts. To such a one all sorts of odd bits of information seem to stick like lint from a cotton napkin to a serge suit.

This trait is a photographic quality of mind which, in varying degree, is possessed by everyone. The supersensitive "eccentric" needs only a statement in order to construct an image which his mind instantly records. But the ordinary person requires symbols by which to visualize facts.

In the advertisements of the Pittsburgh Plate Glass Co., of Pittsburgh, Pa., we have strikingly pictured the sunproofness of Patton's Sun-Proof Paint, the waterproofness of Pitcairn Waterspar Varnish, the washableness of Velumina, the flat-toned, washable wall paint.

A questionnaire recently sent to Pittsburgh Plate Glass salesmen, to check the results of national advertising with the trade, has produced overwhelming testimony that these visualized facts have registered powerfully with the public.

In advertising, like photography, the success of the picture is in proportion to the thoughtfulness of the "lighting."

## N. W. AYER & SON

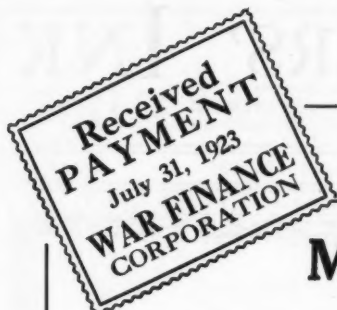
ADVERTISING HEADQUARTERS

NEW YORK  
BOSTON

PHILADELPHIA

CLEVELAND  
CHICAGO





## Thank You Mr. Farmer

Repayments for Farm Loans to the War Finance Corporation on account of advances for agricultural and live-stock purposes, totaled nearly

### Five Million Dollars

during the month of July, 1923. The farmer paid up loans during the past 19 months aggregating \$247,000,000.

### Farmers' Credit O. K.

The War Finance Corporation loaned an additional \$364,076.24 during July to finance institutions for agricultural and live-stock purposes.

***You Can Reach 2,000,000 Worth-While  
Farmers Through***

### THE STANDARD FARM PAPERS *and They Pay Their Bills*

**Wallaces' Farmer**  
*Established 1895*

**The Wisconsin Agriculturist**  
*Established 1877*

**Prairie Farmer, Chicago**  
*Established 1841*

**The Breeder's Gazette**  
*Established 1881*

**Hoard's Dairyman**  
*Established 1870*

**The Nebraska Farmer**  
*Established 1859*

**Pacific Rural Press**  
*Established 1870*

**The Farmer, St. Paul**  
*Established 1882*

**The American Agriculturist**  
*Established 1842*

**The Farmer's Wife**  
*Established 1900*

**Progressive Farmer**  
*Established 1886*

**Birmingham, Raleigh,  
Memphis, Dallas**

**Western Representatives:**  
STANDARD FARM PAPERS, INC.,  
Wallace C. Richardson, Mgr.  
1100 Transportation Bldg.  
Chicago



**Eastern Representatives:**  
WALLACE C. RICHARDSON, INC.,  
95 Madison Ave.  
New York City

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXIV

NEW YORK, AUGUST 30, 1923

No. 9

## How Rising Retail Selling Cost Affects National Advertisers

There Is Increasing Necessity to Pare Down Costs at Every Turn, Else Retailers Will Turn to Lines Yielding Greater Profits

By J. R. Sprague

ON one occasion I attended a State convention of retail specialty merchants in a Southern city. One of the sessions was devoted to a discussion of the cost of doing business, and the principal speaker was the business research professor of the State University. This gentleman made the statement that the average cost of selling goods at retail in the line represented by those present was 22 per cent; and the general trend of his talk was that the merchants ought at all times to have that 22 per cent in mind; that if any line of merchandise had to be sold at too close a margin, the line should be discontinued.

After the session a half dozen of the merchants were gathered together at lunch and one of them was disposed to doubt the correctness of the research professor's figures.

"I don't see where the professor gets that 22 per cent stuff," the merchant said belligerently. "It's a cinch he never ran a retail store or he would know better."

One of the others suggested the professor probably based his figures on Government statistics or on reports of reliable private agencies. At this the merchant became more belligerent than ever.

"There's no such thing as getting reliable selling-cost figures from any class of retailers," he asserted, "and I'll tell you why."

When the Government or any private agency sets out to collect information, the regular thing is to send out a questionnaire. Maybe a third of the questionnaires are answered. But the majority of these answers comes from the most efficient merchants because they are the only ones who keep their affairs in shape to make reasonably correct answers. The less efficient dealers don't reply at all, or if they do it is only guess work.

"Now about the 22 per cent which the professor says is the average cost of doing business in our line. All of us sitting here know well enough that we never mark that small a profit on merchandise. We stick on profits ranging from 35 per cent upward, and yet mighty few of us get rich. If 22 per cent really represented the cost of doing business, most of us could have retired years ago. If you ask me, I should say the cost of doing business in our line is close to 30 per cent, and maybe more!"

The foregoing incident took place several years ago, and since then the cost of retailing has steadily increased. How great the increase has been can hardly be realized by anyone not actually a retailer.

Perhaps the item of store rents furnishes the best example of advancing retail costs; at any rate it is the easiest to get data on, be-

cause even the least efficient merchant knows exactly what he has to pay his landlord each month, no matter how sketchy his other records may be. I will quote as an example a merchant of my acquaintance who has for upward of thirty years operated a leather goods store on the main street of a good-sized Western city. For nearly twenty years this man paid \$100 a month rent, having no trouble to renew his lease at that figure at the end of each five-year period. About ten years ago, however, the building changed hands, the new landlord raising the rent \$50 a month and refusing to give more than a two-year contract. Since that time the building has been sold twice and at no time has the merchant been able to get more than a two-year tenancy. Each time the rent has been raised; the last contract called for \$750 a month.

The opportunities for business during this period have not increased at all in proportion to the rent increase. The population of the city has grown about 60 per cent and the merchant is doing a volume of business not quite double that of ten years ago when he paid \$100 a month.

Not all of this abnormal rent-increase can be laid at the landlord's door; the present owner of the building states he is getting no more than reasonable interest on his investment after taxes have been paid, and his statement is probably correct. During the past ten years the city has entered into spirited competition with other communities in the State, the result being an elaborate municipal auditorium, seventy-five miles of newly paved streets and alleys, a couple of new high schools, each more expensive than the State University building, besides other projects designed to attract strangers and put competing communities in the shade.

But rent increases are not confined to ambitious Western communities alone. A few weeks ago I had occasion to spend a day among the small storekeepers of the lower East Side of New York City, and in each place visited I

was particular to inquire as to the rent problem. In every case there had been rent increases amounting to at least 100 per cent over the figures of three or four years ago. One storekeeper who has been in his location seven years, paying \$35 a month at first, now pays \$160 a month.

#### HIGH STORE RENTS AFFECT EVERY DISTRIBUTOR

It may be, as claimed by some students of economics, that business rents of ten years ago were not high enough; and it may be, as claimed by others, that the whole thing is a result of the discovery by property owners that the average storekeeper will stand considerable boosting rather than move from an established location. Nevertheless the condition exists and it is one that affects retailers, wholesalers and manufacturers. Most particularly it affects manufacturers of advertised and trade-marked products.

Several years ago I had occasion to visit a great Eastern manufacturing plant, which makes a line of trade-marked specialties, to buy merchandise for my own retail establishment and while there had a long talk with the general sales manager of the concern. He asked many questions as to the problems of retailing, one of which I remember particularly:

"What do you think," he said, "of the margin of profit we allow our dealers? Is there enough profit in our product, sold at our advertised consumer price, to encourage retailers to push it?"

I did not realize until afterward what an important matter this was to the concern in question. Evidently the general sales manager had been following the rising costs of retailing; for years his product had been advertised nationally at fixed consumer prices and if it should come to the point where the retailers could no longer afford to handle his product at the profit then allowed, then there would necessarily have to be an advance in consumer prices, a serious adventure for the manufacturing organization.





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MIAMI MORTGAGE Co.  
G. L. MILLER & Co.  
NATIONAL CITY Co.  
THE PRUDENCE COMPANY, INC.  
F. H. SMITH & Co.  
S. W. STRAUS & Co.

On a direct result basis, these concerns are  
spending over \$60,000 in The Christian  
Herald for 1923.

**The Christian Herald**

GRAHAM PATTERSON, *Publisher*

BIBLE HOUSE, NEW YORK

Only the retailer can realize how hard it is to raise the consumer price of a well-known article and still make sales. The manufacturer may sense it in a general way, but the retailer knows it from hard experience. And contrary to general belief, it is more difficult to sell luxuries at an advanced price than necessities.

Some years ago when the postal zone law was being considered by Congress an author friend of mine called on the Congressman from our district to try to convince the legislator that the proposed law would work an unwarranted hardship on publishers. I do not know just what arguments the author used, but I do know the answer he got.

"It won't hurt the publishers any," said our Congressman with ready optimism, "because they have an easy way of passing on the extra expense. All they've got to do is to raise their advertising rates. Advertising is a luxury anyhow, and the advertisers won't mind a little boost!"

#### IN SELLING, PRICE IS THE CHIEF THING TO WATCH

Be that as it may, the retail storekeeper knows better than anyone else that price counts heaviest in selling strictly luxury merchandise. Consider, for instance, the establishment that specializes in "gift" articles. It has been found that the most successful selling plan for such goods lies in grouping the merchandise according to price; in having, for example, sections devoted to assortments of \$5 articles, \$10 articles, and so on. The reason for this lies in the fact that when a person goes into a store to purchase a gift article he is usually decided in advance as to the amount he will spend. He is open to conviction as to the character of the gift he will buy, but he sticks to his original decision as to price.

I can, perhaps, best illustrate this tendency through personal experience in my own particular line—the retail jewelry business. Just after the war when things were

especially prosperous, platinum jewelry came strongly into vogue. It was a high-priced luxury because good platinum workers were getting \$3 an hour, and the metal itself cost more than three times as much as it had brought a few years before. Nevertheless retail jewelers everywhere stocked up heavily on platinum goods, each one figuring, probably, that all his competitors were in the same boat so there would be no danger of anyone underselling him.

December, as everyone knows, is the retail jeweler's harvest time, it being no unusual thing for a jeweler to do a fourth of his annual business during that one month. But during that particular December most jewelers failed to do the volume of business they had expected. There was not, to be sure, much cutting of prices on platinum jewelry, but sudden competition cropped out from unexpected sources. Well-to-do citizens who were in the habit of buying Christmas gifts from their jewelers gave up the idea of platinum jewelry when they found how little of it their money would buy, and looked for other things to take its place. Fur dealers, furniture dealers, makers of wardrobe trunks and ladies' ready-to-wear shops got a big share of the gift business that year that ordinarily went to the jewelers.

The same thing that happened to the jewelers of the country during the holiday season of 1919 can happen to any other group of merchants; for when one gets right down to brass tacks it is surprising to figure how few lines are not in effect luxury lines. Outside of plain food and the simplest clothing there is practically nothing that people may not get along without. Sales will be lost on any article whenever the price goes up, even though all manufacturers of similar articles put up prices at the same time; people simply spend their money for something else.

This, precisely, is the reason why the rising cost of retailing so vitally affects the manufacturers  
(Continued on page 133)



## "Outta th' way, you 'Gimmes'!"

"Quit your grabbing, Fats! Doncha know candy's terrible bad for boys like you? U-m-m-m, boy! but this piece tastes good! Wish't my neck was long as a 'nostrich! Mebbe there'll be some left for you fellers."

Every time a boy loses a milk tooth, a sweet tooth takes its place. And something like sixteen million teeth that demand sweets are owned by the boys who read

### THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine  
for Boys in All the World"

You must remember, too, that its five hundred thousand boy readers averaging  $15\frac{1}{2}$  to 16 years in age are not all the candy consumers who will be influenced by your advertising in this medium. Little sisters, big sisters, fathers, mothers, "best girls"—all the host of a boy's ramified friendships—may be counted on to share his purchases.

Get the boy into the habit of buying *your* sweets. Tell him about them in a magazine he both reads and respects. School days and heightened candy appetites will be in full swing by the time you present your case.

Get your copy in our hands not later than September 15th for the November issue.

**THE SPRAGUE PUBLISHING CO., Detroit, Michigan**  
(Member A.B.C.)

Branch Offices: 286 Fifth Avenue, New York

1418 Lytton Building, Chicago



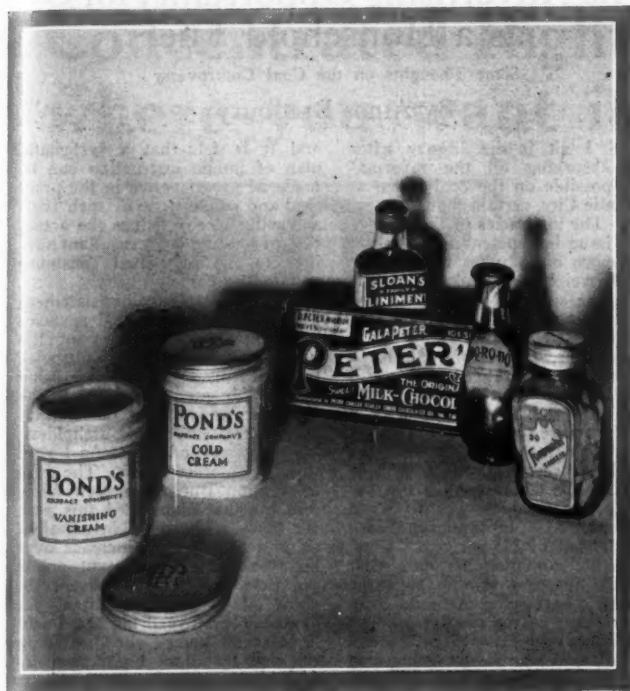


## Selling through drug stores

Go up and down the streets of any American city or town.

In rich neighborhoods and in poor ones, you will see from the druggists' windows and counters, how much a part of the life of every community these products have become.

Ask a hundred druggists and you will find that Woodbury's Facial Soap, Cutex, Pond's Vanishing and Cold Cream, Odorono, Pebecco, Sloan's Liniment, Formamint, Jergen's Lotion, Peter's Milk Chocolate, and Horlick's Malted Milk are among the biggest sellers in their lines.



With the advertising and distribution of many of these products, the J. Walter Thompson Company has been associated since the beginning. With others, it has co-operated in carrying sales volume to new peaks.

We shall be glad to discuss opportunities in the drug field with manufacturers of non-competing products which merit leadership in this field. The J. Walter Thompson Company has grown large by intensive work on a small number of accounts.

## J. WALTER THOMPSON COMPANY

*Advertising*

NEW YORK

CHICAGO

BOSTON

CINCINNATI

CLEVELAND

SAN FRANCISCO

LONDON

# The Advertising Opportunity for Oil as a Household Fuel

Some Thoughts on the Coal Controversy

By Amos Bradbury

AS I sit in the library after absorbing all the information possible on the coal fiasco at Atlantic City, certain thoughts persist. The intricacies of the "check-off" issue become more confusing the more one studies them. The check weighman employed by the men, the sum being deducted pro rata from miners' wages, the operators' check-off of twenty-nine items, the union's stubborn refusal to arbitrate the issue, all lead deeper into the technicalities of a very technical business.

The wage question is just as confusing to me. According to the latest report of the coal commission the labor cost per ton for thirteen companies was \$1.62 in 1913 and \$3.97 in January, 1923—an increase of 145 per cent. "But," says the commission, "only part of the increase is due to wage scales, a part being attributable in later years to the greater amount of labor necessary to produce a ton of coal, due to the changes in the physical condition of the mines, etc."

It comes to a point where a coal user like myself agrees with the commission that each side speaks a language not understood by the other and both sides are almost unintelligible to the commission itself—certainly to the public. If they can't figure out a way to get coal to my bin at a reasonable price, who will help me heat my house? That thought persists, and I cling for comfort to a few words spoken by Federal Fuel Commissioner Wadleigh. Announcing the conference this week of Governors of Eastern States to discuss a possible Government-backed boycott of anthracite, he says:

"An important subject to be discussed will be the matter of education of the consumer in the use of fuels other than anthracite,

and it is felt that a systematic plan of public instruction can be made of great service in the practical and efficient use of such fuels and will thereby reduce the actual cost of heating with resultant savings to the individual consumer and to the community."

A little later on in his statement he indicates that Federal agencies have completed a survey of the use of oil for domestic purposes in California. Burners are being installed in many localities in the East also, in factories, office buildings, hotels and by householders, his statement indicates. As I read this my interest grows. The Fire Prevention Bureau in New York tells me that plans filed this year for new oil-burning installations show a 50 per cent increase over last year. This informant points out that while the movement toward oil burners has not as yet appreciably affected big apartment houses and homes, the discarding of coal by these big consumers will lessen demand appreciably.

## NOT ENOUGH ADVERTISING

It is a growing movement, and how greatly advertising in more extended form would help it! In a diligent search through the newspapers and magazines I have been unable to find more than three oil-burning devices advertised.

On the same evening that the General Committee of Anthracite Operators purchased a large amount of space in my favorite newspaper to inform me that they voted "aye" or "no" on a series of resolutions about contract wage scales, that they and the miners voted unanimously to adjourn the negotiations, I looked in vain for even a little two-inch advertisement to tell me how I could heat my house by oil this winter. Thousands of agate lines for accusa-

# Concentrated Right where you want it



99% of the 135,000 circulation of The Des Moines Register and Tribune is in one state—Iowa.

When you start a drive for increased business in the Iowa market through The Des Moines Register and Tribune, you have the advantage of a circulation of 135,000 concentrated right where you want it—99% in Iowa.

Send for dot map and town-by-town statement showing The Register and Tribune's circulation in over 1,000 Iowa cities and towns.

The Register and Tribune, Des Moines.  
Represented by I. A. Klein, New York.

Guy S. Osborn, Inc., Chicago.

J. R. Scolaro, Detroit.

C. A. Cour, St. Louis.

R. J. Bidwell Co., Pacific Coast.



tions but not one line for heat!

My neighbor, who installed an oil burner in his furnace last September in response to some advertising done by one concern, tells me it cost him only \$500 for the new device and a giant oil tank in his backyard to boot. He tells me how good it feels to be independent, to graduate from the class which begs pitifully for coal from a dealer who won't even answer the phone. He says that last winter his oil bill was less than his coal bill of the year before, that the oil burner is satisfactory in every way, that he wouldn't go back to mussy, wasteful anthracite on a bet, that he has secured fine service from the company which installed the oil burner in his furnace. He gave me a booklet. I am writing the company a letter tonight.

The Governors of the Eastern States are to discuss "the matter of education of the consumer in the use of fuels other than anthracite." What education is needed other than a real advertising campaign—some "how to use it" booklets and service to the householder, such as any vacuum cleaner or washing machine company willingly gives now? What a wide open advertising opportunity for the manufacturer of a reasonably priced, practical and economical oil burner which could be installed in your furnace and mine! As I say, one or two companies are advertising a little now.

But the present over production of oil and the great national need for domestic oil burners makes the present a life time opportunity. It offers a real chance to secure a tremendous new outlet for the oil producers—for the public a new household convenience for which there is a real demand made to order.

Whether the present strike comes off or not the public is thoroughly disgusted with the finger-pointing, - the accusations and the misinformation emanating from both miners and operators. The public is "rarin" to get away from anthracite slavery. All it needs is confidence in the product

and a continual reminder. There is science and organization ready in our country to make more real oil burners available. More advertising will build confidence in them. A real campaign on such a product by an aggressive concern like the American Radiator Company, or the Standard Oil Company would do more to solve the intolerable coal situation than endless conferences or a score of commissions. What company will be the first to seize this opportunity and go at it in a big way? Some company will, make no mistake about that. Both sides in the anthracite dispute would do well to think about this contingency. They might find then that instead of disputing about the details of a, in a sense, live industry, they were holding a grewsome wake over a corpse.

### Standard Farm Papers Appointments

E. S. Townsend has been appointed Pacific Coast manager of The Standard Farm Papers, effective September 17. He previously had been with the General Motors Acceptance Corporation at San Francisco. Mr. Townsend will cover the entire Pacific Coast and will make his headquarters at San Francisco.

F. A. Tutt, who represents the *Pacific Rural Press* at Los Angeles, also has been appointed to represent The Standard Farm Papers in that city.

### General Tobacco Company Campaign Has Begun

The General Tobacco Company, Chicago, has started an advertising campaign in magazines and newspapers on Churchill Downs cigarettes, Ben Wade pipes, and Hudson's Bay tobacco. Aubrey & Moore, Inc., advertising agency, Chicago, is directing this campaign.

### Vinegar Advertiser Starts Farm Paper Campaign

The Mennig-McCord Company, Des Moines, Ia., is starting a campaign in farm papers on Reliable bulk vinegar. This advertising is being directed by the Bloodhart-Soat Company, Omaha advertising agency.

### Frank S. Whitman with "Christian Herald"

Frank S. Whitman, formerly Western manager of *The Outlook*, has become associated with Wallace Patterson, Western advertising manager of the *Christian Herald* at Chicago.

# The Unusual in Advertising

Carefully executed drawings and neatly tailored text do not, of themselves, constitute good advertising. It's the unusual twist that sets your advertising apart from the commonplace, the trite. Instead of, say, "Bad Complexions and Their Remedy," we titled a beauty brochure, "The Unpardonable Skin." Is *your* advertising ordinary—or unusual?

*Which of these books shall  
we send you?*

How to Judge an Advertising Agency  
Points on Merchandising Advertised Products  
Through Department Stores  
Merchandising Advertised Products  
Through Drug Stores

# J·H·CROSS<sup>CO.</sup>

**General Advertising Agents**  
CROSS BUILDING, 15TH & LOCUST STREETS  
PHILADELPHIA

**Members:**

American Association of Advertising Agencies  
National Outdoor Advertising Bureau  
Audit Bureau of Circulation

# Advertisers Who Can Measure Results—

**W**HEREVER the mail order advertiser finds a successful market, there the general advertiser can profitably buy space. For a magazine must be closely read to return an immediate profit on the advertiser's expenditure—closely read by people who can spend money now. And the advertisers of other products seek nothing else than this same close reading by people who are in the habit of buying.

Collier's is read closely by men and women who are aware of the life that goes on about them. They find in Collier's accurate information which helps them to make their own decisions, whether in politics, education, recreation or in buying. Advertisers who can measure immediate results are demonstrating the responsiveness of Collier's readers.

## For Instance, The Little Leather Library

"We have given Collier's three careful tests, each one a full page, and all of these have shown that your readers are a very responsive audience.

"We rank Collier's among our five best mediums for the Little Leather Library, and that's going some, because we have used almost one hundred different publications. When I say among the five best I don't mean the fifth best; our five best mediums vary, one sometimes pulling better than another."

Collier's readers live in cities and towns where nationally advertised goods are accessible. They provide the most responsive market the national advertiser can reach.

# Collier's

THE NATIONAL WEEKLY

*in more than a million homes*

The Crowell Publishing Company

381 Fourth Avenue,  
New York, N. Y.

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## Adventurers In Investment

require such information and advice as intelligent, legitimate advertising imparts. They read with eager interest the financial pages of their favorite newspaper.

Thousands of these potential and actual investors, prosperous and ready to "go" when reached by the right appeal, are numbered amongst the daily readers of The Chicago Daily News.

Here is reader-interest, reader-confidence at its peak—in the homes of financially competent investment seekers. The evening hours of attentive, undisturbed home reading are the psychological period in which to capitalize this readiness and ability.

Advertising in the financial pages of The Chicago Daily News reaches the potential investor just when his decisions are most readily influenced.

## THE CHICAGO DAILY NEWS

*First in Chicago*

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# America's Wheat Complex Produces a Flood of Bunk

Wheat Is Not the Only Crop Farmers Grow—Small Minority of Farmers Trust to One Crop Alone

By Ray Yarnell

THE value of the wheat crop produced in the United States in 1922, based on reports of the United States Department of Agriculture, was \$864,139,000.

The total value of beef and dairy cattle, swine and poultry and dairy products, based on the 1920 Census and later reports, amounted to \$5,573,411,261.

The difference between the two totals is only \$4,709,272,261 in favor of the cow, sow and hen.

The press of the country is printing a great deal of bunk about the wheat farmer and about his worse than bankrupt condition. It seems that the writers are preparing a lot of this material because it appears to be popular to do so. But they are creating an impression that seriously is injuring agriculture and is giving the business men of the country a false impression, unless they are informed by personal investigation or through capable sources, of the actual situation.

There is no question that the wheat farmer is in a serious situation. There is no question that he produced this year's wheat crop at a loss. There is no question that something must be done to relieve this situation. But when you have said that you have said about the worst that can be said.

If one will analyze the country he will not find nearly so many farmers as he might think who depend entirely on wheat for income. As a matter of fact the 100 per cent wheat farmer is rather scarce, and yearly is becoming more so. The doctrine of diversification has won thousands of converts during the last two years of readjustment and this coming year will witness the addition of many others to the ranks of the new farming faith. Wheat acreage nearly everywhere is being cut

down this fall. The land will produce other crops, much of it feed. The low price of wheat is speeding up diversification.

It is evident to the casual observer that the wheat farmer, one who produces practically nothing but wheat, is in a deep hole and is a heavy loser. It has cost him money to grow 80-cent wheat. At that price he not only has failed to get a decent interest return on his investment, but his labor has been given with small recompense. The 100 per cent wheat farmer is mighty badly hurt.

## ALL-WHEAT FARMER SELDOM GETS AHEAD OF THE GAME

But to a greater or less degree the wheat farmer on a 100 per cent basis always has been the football of fortune. He has not been playing a winning game. He will never be a winner in the average. There are farmers who temporarily have become rich because they plunged on wheat. But the fact that they got the riches in a gamble led them to lose it in much the same way, by land speculation. The program of growing wheat exclusively is coming to be in disrepute among farmers who are ambitious to get ahead.

That holds good throughout the entire wheat belt of the country. In recent years, as a kick-back from the war demand for "more and more bread" the acreage devoted to production of wheat has been maintained at a high level, not only in the United States but in many foreign countries, the most notable being Argentina, India, Australia and Canada.

Wheat is a relatively easy crop to grow from the labor point of view. It might be called a four-months crop because virtually all the work involved in planting and harvesting is done during that

period. It affords leisure. Economically, exclusive wheat farming is wasteful, because it does not offer stabilized employment the year around and wasted time is wasted wealth.

The world simply has more wheat than it is possible for it to absorb at a price that gives the American producer, on rather costly land, a profit. Europe cannot buy as much wheat as it needs and part of what it does need other countries can supply at a profit at a lower price than American farmers.

But to get back to the bunk. Many stories given wide circulation judge all farmers on the basis of the man who grows nothing but wheat. The nation is suffering from a wheat complex. Its eyes, focused on the wheat crop, and its vision distorted by the 80-cent price the farmer is getting at his loading station, are unable to see the huge corn crop in the making, the millions and millions of dollars farmers are collecting from eggs and poultry, the other millions coming in from the sale of dairy products, the tremendous receipts from hogs and cattle and sheep and wool and cotton and the thousand and one other products that as a matter of fact in dollar-volume so far exceeds the wheat crop as to relegate wheat to a position of relatively minor importance.

#### DIVERSIFICATION ON FARMS

Statistics of the agricultural departments of State after State and of the Federal Government, if studied thoughtfully, will reveal the truth about wheat and will bring the truth to the minds of both business men and farmers. The agriculture of the nation is becoming diversified. There is more than one source of income on a majority of the farms. The number of these sources of income is being increased every year. The number of families dependent on wheat alone for a living and for their purchasing power is relatively small.

Agricultural statistics reveal a wonderful story of the development of the doctrine of diversi-

fication. The figure story of poultry and eggs alone is sufficient to prove the fallacy of the wheat bunk being spread so assiduously. Income from poultry products runs into the millions of dollars in every State in the agricultural regions. In the aggregate it is a tremendous sum. The value of poultry and poultry products in 1919, as shown by the Census, was \$1,047,323,170. Yet poultry is only a small farm sideline, relatively speaking, and is generally so considered. It is the business of the farm woman, in the main, and is not considered a major factor except in the case of men devoting their entire time to this production. But poultry income cannot be ignored. The entire living expenses of many a farm family comes from the barnyard flock. What does that mean? Simply that income from any crop grown is available for commodities, either necessities or luxuries. It means that the farmer gets his living, which eats up a large portion of the wages of the man employed in the city, without deduction from his major income which is from crops and livestock, dairy cows, beef, hogs or sheep.

The dairy industry in this country is of major importance. It is growing, especially in States where grain long has been dominant. From it flows a year-round income that usually contains a profit, generally fair and often liberal. It might be recalled that during the first shock of the period of readjustment the typical dairy States were under no stress in financing their farmers and in fact lent large sums to other States whose farmers operated on a less safe and satisfactory basis.

From dairying a tremendous annual income flows to farms. The dairy business is not confined to any particular set of States. In the last decade it has gradually spread until one cannot enter a community anywhere without bumping into the milk pail. The value of dairy products in 1919, as shown by the Census, totaled \$1,481,462,091. The value of dairy cows on farms in 1922 amounted to \$1,241,673,000.



The hog is an important contributor to farm income. The value of swine produced in 1922, the United States market reports show, totaled \$726,699,000. The value of beef cattle in the United States last year is given at \$1,076,254,000.

And the wheat crop of 1922 had a total value of only \$864,139,000.

When one approaches this wheat complex from the point of view of the cow and the sow and the hen, let alone the thousand and one other sources of farm income, it begins to lose its importance in his eyes. Once his vision is corrected by the use of proper lenses to overcome the distortion, he can see the fallacy of judging American agriculture by the man who grows wheat on a 100 per cent scale. He is willing—as a matter of fact he can't do otherwise—to join in the assertion that much of what he is hearing today is the most obvious sort of bunk.

It must be called to mind that the major portion of the wheat crop is not produced by farmers who grow no other crop or who keep no livestock. It is from the millions of farms on which wheat is grown in combination with other crops that the bulk of the bread grain comes. If the wheat crop is unprofitable, and it certainly has not been returning a profit to growers this year, the farmer who produced it has several other sources from which to obtain an income. It is unfair to him or to the farming industry, to refer to all farmers as bankrupt. Some farmers are, too many in fact, but it is doubtful if the percentage of bankrupt farmers is larger than the percentage of bankrupt merchants—the crop so well fostered by the post-war inflation.

One fact that must not be overlooked is that agriculture is recovering more slowly from readjustment and depression than other industries. Farming is not so prosperous as it should be, because prices of raw products are low and out of line with prices of commodities in general. The farmer has a right to kick. He is justified in complaining. There is

something behind his protest vocalized in the election of Magnus Johnson in Minnesota. He should be better paid for his work and should obtain a more adequate return on his investment. But the propaganda, probably innocently circulated, that the purchasing power of farmers is minus, that they all are bankrupt, that the business of farming is blown up, is bunk.

#### EVEN THE ALL-WHEAT FARMER GETS MONEY FOR HIS CROPS

Even in the case of the exclusive wheat farmers this is not true except to a certain extent. He gets money for the crop he raised, even if it is only 80 cents a bushel. He may not have got a 4 per cent or even a 1 per cent interest return on his investment in land. He may not have received adequate wages for his labor. His costs may have been heavy. But nevertheless he received money for his wheat and he will, in the natural course of events, spend that money or what is left after paying his harvest bills. He will satisfy his needs. He can't stop buying because he feels like it. He is no different from other folks. He must farm his land and he must have machinery with which to do it. His family must be clothed. And he will get the money to do these things. That means the wheat farmer, admittedly the hardest hit, will spend a normal amount for necessities. The farmer who has a source of income other than wheat, naturally will be able to spend more liberally.

It would be impossible to explain the enormous volume of sales at retail throughout the agricultural belt, especially the mail-order business, if the allegations made with so great a facility, were true.

The purchasing power of the farmer is not minus. To some degree it has been restricted. The farmer ought to be more prosperous and in the natural course of events he will become so. Prices of agricultural products should tend upward and probably will improve. And it is to be expected

that in time prices of other commodities will decline to some extent, as gasoline prices recently have done. Any tendency in either direction, even though it be slight, will have immediate effect in farming regions.

What has been said here is no argument that the situation of agriculture is not critical. It needs attention and assistance from the best minds of the nation. The farmer has a mighty big marketing problem yet to solve. It is important that those farmers still operating on a 100 per cent wheat basis, change their program. It is essential that this industry be put on a better business basis. It is equally important that conditions be developed which will permit farmers to proceed with their program of raising the standard of living on the farms.

We need to get rid of the wheat complex and use good, common horse sense in considering the problems of agriculture. For in the final analysis the prosperity of the nation is closely tied to the prosperity of the farms, nor can prosperity long exist if the farmer is left outside.

Circulation of bunk is not a way to help.

### National Campaign to Advertise Aetna Insurance Service

The Aetna Life Insurance Company, Hartford, Conn., and its affiliated companies, will start a campaign in a list of nine national magazines in October. The campaign is designed to crystallize in the minds of the public the fact that Aetna agencies offer not only life, accident, liability or compensation insurance, but a complete insurance service along all lines, including fire, fidelity and surety bonding, ocean and inland marine insurance, etc.

### Made Secretary, Spokane Manufacturers' Association

Raymond P. Kelley, member of the Syverson-Kelley Advertising Agency, Spokane, Wash., has been appointed secretary of the Manufacturers Association of that city.

### Strom Ball Bearing Account for Lord & Thomas

The U. S. Ball Bearing Manufacturing Company, Chicago, maker of Strom ball bearings, has appointed Lord & Thomas to direct its advertising.

### Gas Heater Account with Kling-Gibson Agency

A campaign to advertise Oxo-gas heaters is being prepared by the Gloria Light Company, Chicago. Magazines and newspapers will be used. This advertising will be directed by the Kling-Gibson Company, Chicago advertising agency.

### Electrolysis Specialist Appoints Stavrum & Shafer

Ella Louise Keller, Chicago electrolysis specialist, has appointed Stavrum & Shafer, Inc., Chicago advertising agency, to direct her advertising. Chicago newspapers will be used in a preliminary campaign.

### Niagara Alkali Company Advances G. R. Ellis

G. R. Ellis, of the Niagara Alkali Company, has been advanced to the position of general sales manager of the specialties department. He will make his headquarters at Niagara Falls, N. Y.

### Soap Account for W. B. MacKenney Company

Chas. W. Young & Company, Philadelphia, Pearl Borax soap, soap powder and chips, and Young's soaps, have appointed the W. B. MacKenney Company, Philadelphia advertising agency, to direct their outdoor advertising.

### Terry Steam Turbine Account for Hanser Agency

The Terry Steam Turbine Company, Hartford, Conn., has placed its account with The Hanser Advertising Agency, Inc., New York. Business papers and magazines are being used.

### J. H. Kerr with Dorland International

J. H. Kerr, who has been with the Royal Bank of Canada in Cuba for the last three years, has joined the New York office of Dorland International, advertising agency.

### Wildman Agency Moves to New York

The Wildman Advertising Agency, Baltimore, is moving from that city to New York, where offices will be opened on September 4. The major portion of its staff will also make the change.

### Joins "Overland Monthly"

Miss L. E. Eaton, formerly with the copy department of the McJunkin Advertising Company, Chicago, has joined the staff of the Overland Publishing Company, San Francisco, publisher of the *Overland Monthly*.

"Nearly every Philadelphia retail merchant that advertises uses The Bulletin. Follow him,—he knows!"

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin

PHILADELPHIA'S NEWSPAPER



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in the United States.

U. S. Post Office report of net paid average circulation for six months ending March 31, 1923—505,098 copies a day.

## THE BULLETIN

814 Park-Lexington Building  
46th St. & Park Ave.

is now open for the convenience of the  
Advertising Patrons of the Bulletin

Staff: Frank Pita John H. McMurtrie Joseph W. Simpson

# Surely the Advertiser

We keep a very careful record of the results we get from our advertisements, and the results from your publication are very satisfactory as compared with other publications.

R. J. RANEY, Sales Manager,  
Montgomery Ward & Company.  
August 2d.

The Oklahoma Farmer-Stockman has pulled more inquiries and more sales than all other publications combined during the last two months.

J. F. LARIMORE & SONS,  
Grenola, Kansas.  
June 23rd.

The results from our advertising last year were very satisfactory and we are using The Oklahoma Farmer-Stockman as our only medium to reach the farm trade this year.

GEO. W. CALDWELL, President,  
Justa Mfg. Company.  
August 9th.

Our sale of Creek Coal increased 100% last year, which we attribute to our advertising campaign in Oklahoma. Most of the inquiries which could be directly credited to our advertising mentioned our advertisement in your paper.

J. E. THOMPSON, Div. Sales Mgr.,  
Cherokee Fuel Company.  
August 15th.

# ise knows the Farm Paper hat gets Results.

## Low Cost per Inquiry.

Results—and results alone—are the measure of satisfaction of the group of advertisers typified by Montgomery Ward & Company. Year after year, The Oklahoma Farmer-Stockman is retained on the list of this firm.

## Greatest Number of Sales.

Inquiries are all right, but such advertisers as Larimore, live stock breeders, require sales, immediate sales. The Oklahoma Farmer-Stockman is bringing more results than all the other papers combined which are used by this firm.

## Thorough Coverage.

A manufacturing company with a sectional market must cultivate its territory intensively. The Justa Company has used many media, and many combinations of media in this effort, but this year it is using The Oklahoma Farmer-Stockman alone—a decision based on results already achieved.

## Highly Impressionable Audience.

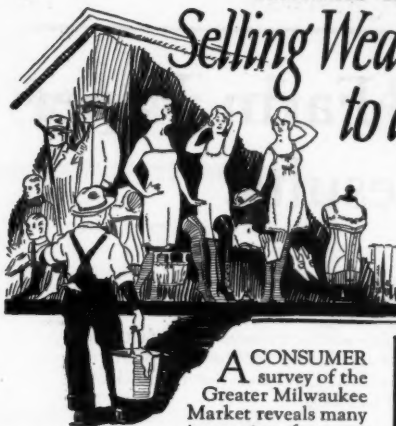
A hundred percent increase in sales is extraordinary in itself. But when the results are traceable almost exclusively to a single medium, that medium merits the careful attention of every advertiser interested in the market it covers.

**The OKLAHOMA  
FARMER-STOCKMAN**  
CARL WILLIAMS  
Editor

Edgar T. Bell, Adv. Mgr.

Oklahoma City, Okla.

**E. KATZ SPECIAL ADVERTISING AGENCY**  
New York, Chicago Kansas City Atlanta San Francisco



# Selling Wearing Apparel to a half million men and women

**A** CONSUMER survey of the Greater Milwaukee Market reveals many interesting facts regarding apparel of all sorts for men and women—from overalls to lingerie. Scores of big opportunities for increased sales and undeveloped markets for new products are brought to light. All principal lines of advertised apparel are covered.

The selling power of The Journal in apparel lines is nothing short of marvelous as demonstrated by the successes of those products now using Journal advertising. An example or two:

¶ The two most popular brands of soft collars chosen by nearly 80% of the consumers used almost four times as much advertising in The Milwaukee Journal last year as in all other Milwaukee papers combined.

¶ A leading brand of women's silk lingerie selling 28% of the consumers is advertised exclusively in The Milwaukee Journal.

¶ The most popular brand of men's garters used by 56% of the consumers is advertised extensively and exclusively

in The Milwaukee Journal.

¶ The most popular brand of men's sweaters used by 15% of the consumers is advertised exclusively in The Milwaukee Journal.

¶ The leading brand of overalls with 35% of the sales has been advertised exclusively in The Journal.

¶ Scores of other examples of the value of Milwaukee Journal advertising in building sales success could be presented if space permitted.

If you manufacture or sell any article of wearing apparel you should not be without this consumer survey.

Write at once for it and for a detailed prospectus of conditions in this market with reference to your product.

**The Milwaukee  
JOURNAL**  
FIRST—by Merit

## Complete Information

—on the Greater Milwaukee Market with regard to Wearing Apparel for men and women is available in Volume 6 of the comprehensive consumer and dealer survey published by The Journal, covered all principal lines of merchandise under the following heads:

- Volume I—  
Facts and Figures.
- Volume II—  
Household Appliances,  
Utensils and Accessories.
- Volume III—  
Toilet Articles and  
Accessories.
- Volume IV—  
Recreation, Sports and  
Accessories.
- Volume V—  
Cigars, Cigarettes,  
Tobacco and Candies.
- Volume VI—  
Men's and Women's  
Wearing Apparel.
- Volume VII—  
Package Goods Sold  
Through Grocery Stores.
- Volume VIII—  
Local Retailer's  
Merchandising Policies.

Write at once for those volumes in which you are interested, enclosing \$2.00 per volume to partly defray printing costs.

Complete Advertising Service  
Roto - Art - Color  
Black and White

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# Should the Advertising Portfolio Be Limited to Advertising?

The Indian Refining Company Believes the Advertising Portfolio Should Talk about the Company and Its Products as Well as about the Publicity Program

SEVERAL weeks ago a manufacturer wrote to PRINTERS' INK requesting authoritative definitions of various advertising terms. "What is the correct interpretation of 'broadside,' 'wall display,' 'brochure' and the host of other advertising terms?" he asked.

A simple question, apparently, and yet rather difficult to answer accurately. For the construction one places on the meaning of words descriptive of advertising's different tools will depend to a large degree on the use being made of the tools at the moment. The advertising portfolio, for example, would commonly be defined as a book explaining and containing reproductions of the advertising campaign. This definition is generally given, since that is all the advertising portfolio endeavors to encompass.

But ask A. B. Tint, advertising manager of the Indian Refining Company, New York, what he understands to be the true nature of the advertising portfolio and he will reply in something like this fashion: "We, like many other advertisers, have used advertising portfolios in the past, made up wholly of the presentation of the advertising that was being done. We felt, however, that there was a weakness in such a portfolio in that it confined itself only to the advertising. A salesman, of course, is interested in the advertising that is being done for his product, but even more, he is interested in selling the product. With this in mind, we thought that if we could bring out an advertising portfolio that would not only show the way our product is advertised, but would also tell something about our company and our products, our salesmen would be more apt to use the port-

folio with greater frequency and with better results."

There you have a variation on the commonly accepted version of the advertising portfolio. True, the innovation is not sufficiently drastic to inspire a general re-vamping of the book which salesmen carry around to aid in explaining and visualizing the advertising campaign. However, the Havoline portfolio follows such a logical line of reasoning that those departures from the customary which it does make are worthy of some attention and study.

## SUCCESSFUL ADVERTISING IS RESULT OF CO-ORDINATION

An advertising policy is not a division of business which can be divorced from the remainder of the organization without affecting its efficiency. It cannot be isolated and at the same time be expected to function most effectively. Just as manufacturers are insisting that their sales force be kept apprised of plant and office policies and programs, so the advertising must be permitted to operate in the closest conjunction with the other departments of the business.

Since the advertising is so thoroughly intertwined with the house policy, it is scarcely possible to explain it fully and clearly unless the publicity's relations with the business in general is discussed to some extent. In other words, inasmuch as the advertising is planned with due consideration of the aims and needs of an entire organization, the scope and purposes of the publicity cannot be clearly visualized unless each phase is treated with relation to the whole.

There is another reason for including what some may regard as extraneous material in the adver-

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tising portfolio. Mr. Tint explains it by saying: "We believe that only too often a salesman will talk about his company's advertising as a thing in itself, without a very clear idea just how that advertising is helping the man who is going to sell the goods. It is our policy never to talk of Havoline advertising to our salesmen or our dealers without immediately telling them the purpose of the advertising, what it is expected to do, and what our salesmen and dealers must do to realize results.

"So far as this advertising portfolio is concerned, if Mr. Salesman wants to take it out and show the customer a picture of our refinery, the chances are that he will also show him the advertising. Or, if he has to use his portfolio to show cuts of Havoline pump tanks he will probably also point to the merchandising helps which appear alongside and the reproduction of a national magazine advertisement on the next page. And, from what some of our salesmen have told us, we believe that a great many of them are using the portfolio for three purposes—to sell the company, its advertising and its products."

### R. J. Foster, Jr., Advertising Manager, Todd Protograph

Richard J. Foster, Jr., has been appointed advertising manager of the Todd Protograph Company, Inc., Rochester, N. Y., succeeding Jack W. Speare, who has established an advertising service under his own name at that city. Mr. Foster was formerly with the advertising departments of *Asia* and of the National Biscuit Company, both of New York.

### Upson Company to Use Larger Magazine Space

The Upson Company, Lockport, N. Y., manufacturer of Upson Board, plans to use more space this year than previously in advertising Upson Fiber Tile for bathrooms and kitchens. This campaign will start in September in national magazines. Direct-mail advertising also will be used.

### Joins Botsford-Constantine Staff

Randolph Kuhn has joined the copy-writing staff at the Portland, Ore., office of the Botsford-Constantine Company, advertising agency.

### First-Class Letters That Are Not Read

EDISON STORAGE BATTERY CO.  
ORANGE, N. J., Aug. 16, 1923.

Editor of PRINTERS' INK:

Again I seek your help—perhaps also that of your readers. The question is, how can people be made to read letters sent in the pockets of combination first and third-class envelopes? Let no one answer they do. We know better. For instance, in a test, we sent a booklet to three men, one a consulting engineer, another a lawyer, and the third a large user of our storage batteries. Several days afterwards we asked them whether they had read our letter. They all three had seen and read the catalogue, but not one had even known that there was a letter. Of course, the usual notices: "First-class mail" and "Letter within" were prominent.

EDISON STORAGE BATTERY COMPANY,  
M. F. BEHAR,  
Advertising Manager.

### O. H. Mickel Heads San Antonio Advertising Club

O. H. Mickel was elected president of the San Antonio, Tex., Advertising Club at the annual meeting of that organization.

N. H. King was elected vice-president; A. H. Cadwallader, Jr., secretary-treasurer, and J. M. Pitluk, L. Baldwin, Claude Anniol, and Henry Hart, directors.

### Bottling Machinery Account with Atlanta Agency

The advertising account of the Miller Manufacturing Company, Bainbridge, Ga., maker of bottling machinery, has been placed with the Geo. W. Ford Company, Atlanta advertising agency. Business publications will be used.

The Ford agency also has obtained the account of the Rent Spark Plug Company, of Atlanta.

### W. A. Hart Joins Elliott Service Company

William A. Hart, for five years manager of the marketing division of Frank Seaman, Inc., has been appointed director of marketing and production of The Elliott Service Company, New York. Mr. Hart was at one time Western advertising manager of the Burroughs Adding Machine Company with district headquarters at San Francisco.

### Canadian Pacific Copy Directed to Sportsmen

The Canadian Pacific Railway is starting a campaign to advertise the hunting resources of Eastern Canada in districts served by its lines. Daily newspapers and sporting publications in the United States will be used. The deer and bird hunting season opens September 15, and moose shooting becomes permissible October 1.

## Canadian Publisher Appoints S. Dunn

W. J. Taylor, Canadian publisher, has appointed S. Dunn as Toronto and Montreal representative of his publications, which include *Rod and Gun in Canada*, *Woodstock Sentinel-Review*, and *Chatham News*. Mr. Dunn also will represent the Cross Press & Sign Company, another of Mr. Taylor's interests. Mr. Dunn was formerly Canadian manager of the *International Trade Developer*, Chicago, and for twenty years was on the staff of the *Montreal Herald*.

## Has Star-Rite Electrical Appliances Account

The Fitzgerald Manufacturing Company, Torrington, Conn., manufacturer of the Star-Rite line of electrical household specialties, has placed its advertising account with the New York office of Dorrance, Sullivan & Company.

National magazine advertising will be continued, supplemented by special newspaper and merchandising campaigns in various centres.

## Clayton J. Leslie Dead

Clayton J. Leslie, a member of the Detroit, Mich., *Free Press* advertising staff, died August 21. He had been with this newspaper for more than ten years.

## Paul Jones Middies Buys Competitor

Morris & Company, Inc., Baltimore, manufacturers of Paul Jones middies and outdoor clothes, have purchased the business of Mendels Brothers Company, also of that city, maker of house dresses, middy blouses, nurses' uniforms, etc. The trade-mark "Mendels Make" will be discontinued in favor of "Morris Make." William Bernstein, Charles Bernstein and William McCullough, who have constituted the Mendels firm for the last ten years, continue with the new association.

## Miss Hall Joins The Biow Company

Miss E. M. Hall has joined The Biow Company, New York advertising agency, as space buyer. Miss Hall was at one time with The Dorland Agency, Inc., in a similar capacity. More recently she had been space buyer of the James Advertising Agency, Inc., New York.

## A. B. Carson Joins Potts- Turnbull Agency

A. B. Carson, recently with the Gardner-Glen Buck Company, has joined the Chicago copy staff of the Potts-Turnbull Company. He also was at one time with Charles Daniel Frey, Chicago advertising agency.

# The George L. Dyer Company 42 Broadway New York

Western Offices  
76 W. Monroe St.  
Chicago



## Newspaper, Magazine and Street Car Advertising

### Publicity and Merchandising Counsel

# Railroads Ask Farmer to Stop, Look and Listen

Campaign of Western Roads Designed to Puncture the Sophistry of Radical Orators

NO one knows better than the farmer the truth of the venerable aphorism about never missing the water until the well runs dry. Likewise no one has been told more often than the farmer that the railroads are at the root of about all his troubles.

The railroads have long been aware of this. They could not well avoid hearing the clamor that has arisen from political wigwags in a dozen or more States. But while some of the great and many of the near-great have been demanding revolutionary changes in the conduct of railroad affairs, the roads have not offered much more than a passive resistance. True, some railroad executives have opened up with a counter barrage of speeches. Besides this a number of the Western roads have told their stories in the newspapers of the towns along their rights-of-way.

A well-concerted campaign of advertising has just begun which, so far as farmers are concerned, should shape opinion for the railroads better than any of the scattered efforts which have preceded it. Practically every good-size road in the West is co-operating in a program of advertising addressed to the farmer and no one else. It is appearing in farm papers exclusively and in almost every farm paper west of Chicago over the signature of the Western Railways' Committee on Public Relations.

This campaign is frankly designed to bring to the farmer what will be in a great many cases a new point of view. It will show him that in the prairie and mountain States the prosperity of the farmer and the railroad must go hand in hand. It will point out the sophistry and ineffectiveness of some of the proposals for radical changes which have been manufactured into political capital in

the farming States since the railroads went back to private ownership following the war. In an intimate way it will give the readers of Western farm publications a picture of the part the railroads have played in building the West and in increasing the value of Western farm properties.

GIVEN FACTS, THE FARMER IS LEFT HIS OWN JUDGE

By putting ungarnished facts and figures before the farmer in readable form the railroads are apparently willing to rest their case on his judgment, without attempting to do his thinking for him. The copy does not attempt to tell the reader what his course of action should be; it does not ask anyone to mount the stump in behalf of the roads. What railroad men are seeking, in the words of the copy, is "the protection from confiscation equally guaranteed to owners of every kind of property by the Constitution of the United States." So far as the executives who compose the Western Railways' Committee on Public Relations are concerned, this protection is more likely to result from a temperate appeal than from political spell-binding.

One of the Association of Railway Executives tells PRINTERS' INK that business men in general are interesting themselves more and more in the future of the railroads. The Merchants National Bank of St. Paul and the Mercantile Trust Company of St. Louis have in their own advertising space given wide publicity to some of the facts regarding the roads. Others are enclosing in their outgoing mail stuffers prepared by themselves explaining moot points of railroad operation. A number of traffic clubs and chambers of commerce in Western States are also active in the interest of the roads.

# The Indianapolis News

*is different*



**T**HE home delivered circulation of The News in Indianapolis exceeds that of the morning daily and the other evening paper combined. This circulation dominance is reflected in the greater advertising patronage—and in maximum results for the advertisers.

## The Indianapolis News

Frank T. Carroll, Advertising Manager  
 New York Office: Dan A. Carroll, 110 East 42d Street  
 Chicago Office: J. E. Lutz, The Tower Building

# Dominance in Kansas

For fifty years, Kansas Farmer has been the text-book and the popular farm paper of the farmers in Kansas.

IT IS FIRST in circulation  
FIRST in volume of advertising  
FIRST in Kansas advertising  
FIRST in livestock advertising  
FIRST in classified advertising

It dominates the field in Kansas—

*Arthur Capper*  
PUBLISHER

## THE CAPPER

*Circulation 1,553,696*

TOPEKA, KANSAS

*Sections - Capper's Farmer - Oklahoma Farmer  
Kansas Farmer and Mail and Breeze*

# Kansas Farmer and Mail & Breeze leads

because it deals with works rather than words, and publishes actual experiences of successful farmers in Kansas rather than arm-chair preachments.

The farmers of Kansas prefer Kansas Farmer because it is a real farm paper published in Kansas, and gives them a carefully balanced editorial program, in which these prosperity features are constantly emphasized:

SOIL CULTURE

POULTRY

BETTER FARM HOMES

DAIRYING

POWER FARMING

BETTER FUTURE FARMERS

And because the Kansas Farmer and Mail & Breeze is working constantly in the interests of diversified crops and better business methods on the farm, it has made the farm market in Kansas **STABLE** for national advertisers.

Kansas Farmer is the Kansas section of the Capper Farm Press, the first medium in the First Farm Market.

## FARM PRESS

Marco Morrow  
ASST. PUBLISHER

Line Rate \$8.50

Milline Rate \$5.47

Nebraska Farm Journal—Missouri Ruralist

Pennsylvania Farmer—Ohio Farmer—Michigan Farmer.

## What the World's Greatest Advertising Buy Can Do For You!

The manufacturer of a ten cent article, sold only through a limited number of stores throughout the country, recently invested \$24,000 in a double page advertisement in colors in the American Weekly—the largest that has ever been published for a similar product.

The results of this single advertisement were so tremendous, that within three weeks after its publication this manufacturer placed an order with us for **FOUR MORE** just like it!

♦ ♦ ♦ ♦ ♦ ♦ ♦ ♦

An outstanding and interesting fact in connection with the American Weekly and its successful advertisers is that the large majority of its present day advertisers who use space on a large scale began advertising in the American Weekly in a small way, and proved its super-efficiency for themselves.

The American Weekly is the World's Greatest Advertising Buy, as a test will prove.



The American Weekly

A. J. Kobler, Mgr.

1834 Broadway, New York

*If you want to see the color of their money—  
use Color!—A. J. K.*



# Gotham Tries Out Another New Idea of the Consumer

Silk Hosiery Manufacturer Uses Retail Shops to Test the Value of New Product Which Lengthens Buying Season

By Roy Dickinson

THE policy of the Gotham Silk Hosiery Co., New York, in getting its new selling ideas from the users of its products, has brought a new item into the hosiery field. Started as a ribbon factory in 1909, the company substituted hosiery a year later and added the Gold Stripe idea, arising from a customer's complaint.

When New York City department stores wouldn't carry the new product the company, again at customers' suggestions, opened first one New York retail store, then four others. A customer at one of the retail stores asked to have a pair of stockings dyed to match her shoes. The fact was reported by phone to the factory. Her wish was attended to, and dyeing stockings to match any shade became a company policy. Another customer suggested that the company repair her stockings. The company did, and again adopted a general policy of keeping customers' stockings in repair at a small charge.

"Our consumers have been our steady guide in building our business," S. E. Summerfield, president of the company has said. "They have started by their practical suggestions almost every big new move we have made. Our problem has been merely to make it easy for them to tell us, to have a receptive ear at the other end of the phone from our little laboratory shops, then to try out the new idea there for the benefit of the dealers in other parts of the country, so that we know how the buyer reacts to a new idea across the counter."

It is in line with past experience, therefore, that the new product "Gotham Invisibles," should have come as a result of a consumer's idea. A lady, who in the course of her concert singing, changed

each winter evening from the wool stockings she wore by day to the sheer silk hose she wore evenings, was annoyed by colds. Colds are disagreeable and expensive things to people who sing in public, and many of hers, she was convinced, came as a result of the quick change from wool to silk. To wear silk stockings over wool gave the needed warmth but filled up the shoe too much, and two pairs of silk stockings had much the same disadvantage.

## A CONSUMER'S EXPERIMENT DEVELOPS A NEW PRODUCT

So this particular consumer started to experiment in order to solve her problem. She knitted stockings without feet, with straps underneath resembling the old-fashioned legging. When a flesh-colored woolen fabric was used as material, she discovered that the necessary warmth was combined with the fact that they could not be seen when worn beneath silk stockings. The singer told a few of her friends about the new idea. They liked it immensely. Soon she saw the commercial possibilities in the new product, patented it, and then came to the Gotham company which helped her develop and improve it. The company, following its policy of using its own shops as experimental sales laboratories, had a small lot of seventy-five dozen made up last winter and placed them on sale. A counter display was all the advertising they were given. The name "Invisibles" was chosen and they were left to make their own way across the counters.

The seventy-five dozen went like the proverbial hot cakes and the company started to think about production problems. Now, with production arranged to take care of a larger demand, the new prod-

uct is being advertised to dealers, and a national consumer campaign is being planned. The idea promises to have a broad influence in the silk hosiery field. Though the Gotham company is sole agent, any wide acceptance of "invisibles" on the part of women will benefit

be created by the aid of "invisibles." Conservative women interested in health who liked the appearance of silk hose and the warmth of wool, found in the new accessory the sort of thing they had long wanted. This health appeal is being emphasized by the

company in its advertising to the trade. In a letter reproduced in large space Senator R. S. Copeland, formerly health commissioner of the City of New York, says:

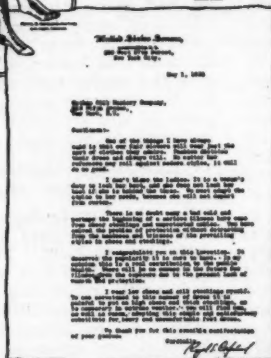
"There is no doubt many a bad cold and perhaps the beginning of a serious illness have come from sheer stockings and unprotected ankles. You have solved the problem of protection without detracting from the neatness and trimness of the prevailing styles in shoes and stockings.

"I congratulate you on this invention. It deserves the popularity it is sure to have. In my opinion this is a real contribution to the public health. There will be no excuse in the future for illness from the exposure due to the present lack of warmth and protection."

The initial reception for its new product has again brought home to the company the value of laboratory stores to the manufacturer. "We feel that the user of the product knows more about its advantages, its shortcomings and possible improvements than anyone else," says an officer of the company. "As manufacturers we have found out a great deal about consumers' likes and dislikes since we have been operating our retail stores. We have followed consumers' suggestions whenever they proved out at the counter. When a consumer suggests a new

Read what SENATOR COPELAND, former Health Commissioner of New York, says about

## GOTHAM INVISIBLES



Senator Copeland's letter is just one of the many complimentary ones we have received. Most of the others have come from women who bought and wear our first experiment's production.

As these are no Cotton Sateen to call on you, we suggest that you visit our office in New York or write for further particulars without delay. The production, 125-4 is being rapidly duplicated.

**GOTHAM SILK HOSIERY CO., Inc.**

Sole Distributors

EXECUTIVE OFFICES: 516 FIFTH AVENUE, at 64 ST., N. Y. C.

ADVERTISING THE NEW GOTHAM PRODUCT TO THE TRADE

all silk hosiery makers by lengthening the buying season for all consumers, and interesting a class of women who did not previously wear silk hose in the cold winter months.

The flapper—according to fashion's gossip, now out of date—was scolded by her physician and her parents for wearing silk hose and low shoes as she picked her way through the slush and snow of winter streets. The advance trial sale of the new product last winter proved that a new class of buyers for silk hose in the winter could

*A Letter  
to Mr. Crowninshield  
from Clare Briggs*

No doubt about it at all, Vanity Fair is a smart kid, and I think it's smart to be seen with a copy of it in public conveyances. Smart folks take it, read it, and quote it. Take it or borrow it, I'll tell the world.



Some Advertisers who also think  
pretty well of Vanity Fair

PACKARD MOTOR CAR CO.  
WELTE PHILHARMONIC  
ORGANS  
CANTRELL & COCHRANE  
JERSEY SILK MILLS  
VIVAUDOU  
PHOENIX HOSIERY

# VANITY FAIR

*One of the Condé Nast Group*

idea like 'Invisibles' for example, we don't have to guess at its appeal. We can first improve the suggestion in the light of our own manufacturing experience and then try it out in our stores as though we were actually running a retail store far removed from the centres of trade. We try to imagine ourselves in every situation a merchant retailing hosiery would find himself. We ask for and listen to suggestions at the counter about possible further improvements in the new idea. Then when we are ready to go ahead and broadcast by advertising, the news of the new product, we can back up our advertising by actual results secured from selling across the retail counter.

#### LABORATORY STORE BENEFICIAL

"Every manufacturer has at one time or another wished he owned a store in which to try out a new product or a new selling idea. Most manufacturers who start them are bound to have some kicks from the dealers. But the manufacturer will find that the things he discovers at the counter, the money he saves himself and his dealers by a tryout first, the ideas he finds and passes on to his dealers will more than make up for their initial objections.

"The manufacturer who believes that his customer has ideas he can use, should establish direct contact between himself and his customers, and then try out the new idea before he passes it on to his dealers. Laboratory retail shops operated by the manufacturer accomplish these two results, and in addition serve as a continual advertisement, an ever-ready laboratory, and a source of convenience to his customers and of profit to himself."

The Gotham Silk Hosiery Company has no salesmen, so it will depend entirely upon advertising and customers' boosts to get distribution for its new product. Such an organization is a continual reminder to manufacturers in other lines that a closer study of the consumer's needs furnishes valuable new sales points and new ideas.

## Putting the Slogan-List to Work

ADAMS CHAIR-BED Co.

CHICAGO, ILL., July 31, 1923.

Editor of PRINTERS' INK:

Have you on file in your register of advertising slogans the expression "Invisible Bedrooms"?

If so, we would appreciate information as to the name of the concern and also whether it has been copyrighted or registered.

ADAMS CHAIR-BED COMPANY,

JNO. W. FULTON, JR.

THE slogan "Invisible Bedrooms" is listed in PRINTERS' INK's file of 1,500 advertised phrases as the property of the Kroehler Manufacturing Company of Chicago. It has been used by that company for a number of years in connection with its advertising of davenportes.—[Ed. PRINTERS' INK.

## New Accounts for Wylie & Sutton

Jacobs Brothers Company, Inc., Brooklyn, Detecto personal scales and Perfection springless baby scales, has placed its account with Wylie & Sutton, Inc., New York advertising agency. A campaign on the Detecto scales is planned in general and health publications.


Other accounts placed with this agency include Nat Luxenberg & Brothers, New York, clothiers to men, who will use college publications and theatre programs, and the Columbia Home Builders Corporation, New York, which will use newspapers.

## Start Publishers' Representative Business at Toledo

R. R. Fisher and Glenn H. Campbell have started a publishers' representative business at Toledo, O., under the name of the National Chick Advertising Agency. Mr. Fisher has been representing a number of publications in the baby chick and poultry field. Mr. Campbell recently was advertising manager of *The National Stockman and Farmer*, Pittsburgh.

## Fisk Rubber Profits for Half-Year Larger

The Fisk Rubber Company, Inc., Chicopee Falls, Mass., automobile and bicycle tires, for the first six months of 1923 reports gross sales of \$29,167,850, less returns and allowances, and profit of \$2,204,209 after interest and financing charges. The latter figure compares with \$1,111,191 for the first half of 1922. Good-will is carried at \$1.



***The Cosmopolitan print  
order for October 1923  
is 1,207,000.***

**T**HE print order for October 1921 was 1,002,000 and in 1922 it was 1,139,000. This steady growth is particularly significant because of the thirty-five cent price.

*The Border of this advertisement is the distinguishing mark of Cosmopolitan's five services—Motoring, Schools, Food, Travel, and Druggist.*

**Cosmopolitan** <sup>35 Cents</sup>  
America's Ablest Advertising Medium

**W. S. BIRD**  
Eastern Sales Manager

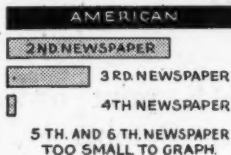
**A. C. G. HAMMESFAHR**  
Business Manager

**J. J. BARNETT**  
Western Sales Manager

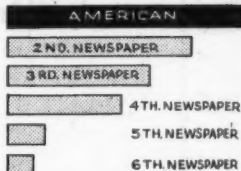
# You Can't Cover Chicago

## Notice the Standings in These

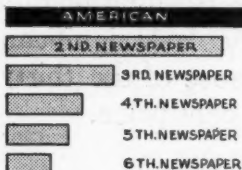
### DRUG STORES



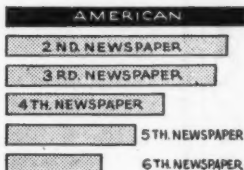
### TOILET PREPARATIONS



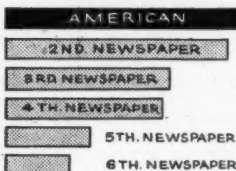
### JEWELERS



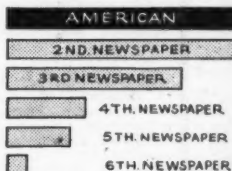
### AMUSEMENTS



### TOBACCO



### MUSICAL INSTRUMENTS



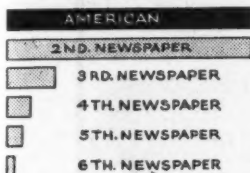
*Standing of Chicago newspapers shown above*

The Chicago Evening American has the largest evening circulation in Chicago.

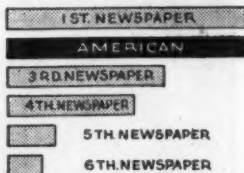
# CHICAGO

# pages with *One* Newspaper these Important Classifications

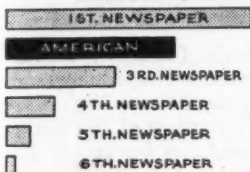
## RADIO



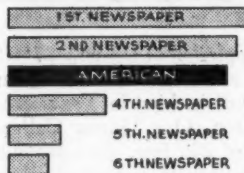
## GROCERIES



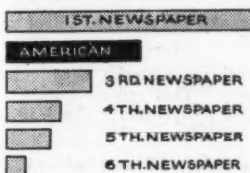
## FURNITURE



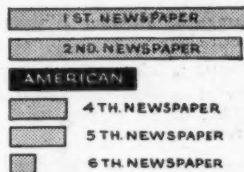
## REAL ESTATE



## HOUSEHOLD UTILITIES



## CLOTHING



based on figures for first six months of 1923

The Chicago Evening American is the first Chicago newspaper to gain a million lines in display advertising over 1922.

# THE AMERICAN

# WICHITA FALLS, TEXAS

## An Important Educational Center



*Wichita Falls Junior College*

The completion of the new \$750,000 "Junior College" is the latest link in an exceptional education program. This is the largest building of its kind in Texas excepting only the new High School in Houston. Our "Junior College" has a frontage of 260 feet and a depth of 240 feet. The grounds include 4 city blocks. It is the second college of its kind in all the South.

In addition there are 12 ward schools, 2 high schools and 180 teachers. There are 6 private schools.

In percentage of illiteracy Wichita Falls ranks lowest ( $1\frac{1}{2}\%$ ) of all the southern cities.

Wichita Falls is not only a city of extraordinary material wealth, but also a city of unusual educational opportunity. This reflects something of the calibre of our citizens today and their insurance for the leaders of tomorrow.

Surely these facts are worth careful consideration with your advertising and merchandising plans. There's the picture of many families and real home life. Just another reason why Wichita Falls with over 40,000 population has a logical place on *all* Texas campaigns.

## Wichita Daily Times

### Wichita Falls, Texas

**E. Katz Special Advertising Agency**

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# Good Books to Train the Advertising Marksman

Plenty of Teachers, If We Will But Learn

By David Dulaney

"THE rare, strange thing," said the poet Syme, in Chesterton's nightmare, "The Man Who Was Thursday," "is to hit the mark; the gross, obvious thing is to miss it."

To hit the mark is certainly the one great job of all advertisements; to miss it, the portion of many. If it were possible to find some way to check the score of advertising marksmen who shoot at human consciousness, we would have a record which would be interesting to contemplate. It would probably be shocking, too, for we would find, perhaps, an overwhelming percentage which had done the gross, obvious thing of missing the mark.

This would start an immediate investigation to find the reasons for the failure to hit.

Some advertising men say that the most important part of advertising is research, the analysis of markets, of mediums and merchandise and that if this work is well done the writing of the advertising message will take care of itself. True, this planning is vital, necessary, tremendously important—the foundation, really, of all good advertising—but so is the designing and making of guns essential to marksmanship. The man, however, who hits the target is not the gunmaker, but he who aims the gun and pulls the trigger. And is this not true of advertising? Does not an advertisement's chance for hitting the mark rest largely in the mind of the man who writes it? Frequently it is not a knowledge of the mechanics of advertising he needs most, but a knowledge of the mechanics of life. He must be a philosopher and a poet who knows instinctively the way to human hearts. "It is things going right," says the light-haired poet of Saffron Park, "that is poetical! Our diges-

tions, for instance, going sacredly and silently right; that is the foundation of poetry."

Advertising which "goes right" is the poetry of the literature of commerce, the philosophy of buying and selling.

It has been said that copy has not kept pace with art in the development of advertising. There is no reason why this should be. Writers have as great and as able teachers to turn to as artists. The makers of literature are at their beck and call, always willing, always ready to serve. One can live in an atmosphere of poetry and philosophy, of romance and imagination if one so wills and to live there is to absorb wisdom, to quicken intuition and to learn the magic of words.

## INTELLECT VERSUS IMAGINATION

"I am making this experiment on your vile body, my little Asticot," said Locke's "Beloved Vagabond," "to prove my Theory of Education. You have had, so far as it goes, what is called an excellent Board School Training. You can read and write and multiply sixty-four by thirty-seven in your head, and you can repeat the Kings of England. If you had been fortunate and gone to a public school they would have stuffed your brain full of Greek verbs and damned facts about triangles. But of the meaning of life, the value of life, the art of life, you would never have had a glimmering perception. I am going to educate you, my little Asticot, through the imagination. The intellect cap look after itself. We will go now to the National Gallery."

And where else in all the world can one be educated through the imagination better than in the books of literature?

The books which have with-

stood the test of time and have become literature have been honest books, sincere in their purpose, simple in their language. "I suppose," wrote John Burroughs, "one comes to like plain literature as he comes to like plain clothes, plain manners, simple living. What grows with us is the taste for the genuine, the real. The less a writer's style takes thought of itself, the better we like it. To have literary value is not necessarily to suggest books or literature; it is to possess a certain genuineness and seriousness that is like the validity of real things."

Again, Burroughs said, "To be a writer you must write and familiarize yourself with the works of the best authors. Style in letters is a quality of mind—a certain flavor imparted to words by the personality back of them. Pass language through one mind and it is tasteless and colorless; pass it through another and it acquires an entirely new value and significance."

#### WHERE TO FIND THE KEY TO HIDDEN TREASURES

If it is "tasteless and colorless" it is because it has not been touched by the wisdom stored away in the recesses of the subconscious mind, that safe-deposit vault for everything we have ever thought or read or learned from any source, to be drawn upon at will if we can but find the key. And the key can be found somewhere in the writings of the masters.

As we pass through the pages of literature we are constantly impressed with the vitality of its language, with its ability to light our imaginations and to stir our emotions. That sentence of Whitman's, "Oh, waves, I have fingered every shore with you," possesses a sense of life, in the combination of the magic words, the delicate touch of the painter, who, from a union of dead colors, creates a living scene. And Emerson's description of an Indian-summer day has all the dreamy power of the day itself, "the day, immeasurably long, sleeps over the broad hills and warm, wide fields."

And as we read on, here and there we come upon phrases, sentences or whole paragraphs which could very well be taken bodily as quotations in the advertising of some product. In Hugo's description of Deruchette in "The Toilers of the Sea" we find the meaning of beauty expressed in words of appealing strength: "There are on earth few more important functions than to be charming. To scatter joy, to beam with happiness, to possess, amid sombre things an exhalation of light, to be the gilding of destiny, to be harmony, to be grace, to be prettiness is to render a service. Beauty does one good by being beautiful." Could not an advertiser appealing to the pride of beauty use these words to advantage?

And if one were trying to increase the appreciation of gardens, or to create a desire for flowers or to educate oneself a little to their ways, what better words could one use than these of Francis Bacon? "And because the breath of flowers is far sweeter in the air (where it comes and goes, like the warbling of music), than in the hand, therefore nothing is more fit for that delight than to know what are the flowers that best perfume the air."

But the true writer, as Burroughs says, must make words his own. They must become a part of him, not merely garments of his thought, except "as the body is the garment of the soul." How else can one take words to himself but by living with them in the pages of literature? As the writer progresses in his education he begins to recognize bits of literature which are cast about him in the streets. He begins to see how the slight change of only a word or two in a phrase adds life and power to the thought expressed. Good literature may be a much simpler thing than our teachers would lead us to believe. The prattle of a child may have rare literary value. The little Parisian girl who, when asked by a lady the price of the trinkets she offered for sale, replied, "Judge for yourself, madam; I have tasted no food since yester-



*Mrs. Lydig Hoyt in a costume designed by Drian for the ball of the Comtesse de Beaumont in Paris. Drian's work appears exclusively in Harper's Bazar.*

## The Biggest September

**S**UPERLATIVES have dropped from their time-worn pedestals in the Hall of Advertising; even so, we can't resist telling you that the September Harper's Bazar, in advertising revenue, is the largest September issue we have ever published.

# Harper's Bazar

2/- IN LONDON

50c

6fr. IN PARIS

day," expressed herself with consummate art. If she had said simply, "Whatever your ladyship pleases to give," her reply would have been graceful, but commonplace. By the personal turn which she gave it, she added almost a lyrical touch.

There is, indeed, a deep pleasure in enveloping oneself in the spirit of good books. The stale mind is freshened, the lost phrase comes back again and the hunted word is found. The doors of the place where genius lives are opened a little way so that one can go in and gather new thoughts and find old ones newly painted with brighter hues.

### National Campaign for Lighting Equipment Makers

"NOTICE the Lighting Equipment" is the slogan adopted by the Associated Lighting Industries, Cleveland, around which it is planned to build a national advertising campaign. An appropriation of \$100,000 per year for three years is the goal. In a two-months' canvass reaching but a fraction of the industry, \$40,000 per year for the three years has been secured, PRINTERS' INK is informed by F. C. W. Trott of the Associated Lighting Industries.

The purpose of the campaign is purely educational. The uses of electricity are multiple, the strides made in the last generation tremendous, and yet people are accustomed to speak of lighting devices as "fixtures," says Mr. Trott, using an obsolete term carried over from the period of gas illumination when lighting devices, because of the nature of the illuminant, had necessarily to be fixed.

"See how it decorates—Paint with Light" is advice the slogan is expected to impress on the public while drawing attention to the flexibility of modern electric lighting and the greater opportunities offered for interior decoration.

Because indiscriminate use of powerful lamps is harmful to the eyes the campaign is expected to be of more than aesthetic benefit to the nation in that it will get people to use lighting more intelligently. Such critical ability will make them unwilling to accept the artificial light as they find it without due consideration as to whether or not it is the best available for the particular time, place and circumstances. The campaign is intended to make people compare the ideal with that which they are at present using.

The dealer is recognized as playing an important part in this educational movement. In this instance, he is the teacher who must take the message of the national publicity campaign and apply it to the specific needs of his community.

The dealer response to a preliminary campaign was gratifying and significant. Many dealers are conscientiously fitting themselves to serve their communities as lighting equipment experts and are using the slogan in their local advertising to acquaint people with the fact that they are qualified to give professional advice on the subject. The interest of the dealers, so important in a campaign of this character, affords a solid foundation indicative of success.

### Death of Henry M. Fechimer

Henry M. Fechimer, secretary and treasurer of the Heyn's Bazaar Company and organizer of the Theatre Program Company, both of Detroit, died at his home August 19. Mr. Fechimer had been engaged in advertising work for more than fifteen years.

### Barton, Durstine & Osborn Transfer Robert Barton

Robert Barton has joined the Boston office of Barton, Durstine & Osborn, Inc., as an account executive. He had been with the New York office of that organization.

### Represent Coatesville, Pa., "Record"

The Coatesville, Pa. *Record* has appointed Hamilton-DeLisser, Inc., publishers' representatives, New York, as its national advertising representatives.



Six national fountain pen advertisers gave The Journal 58%—7,829 lines, more of their lineage during 1922 than they gave the second paper of Minneapolis. During the first seven months of 1923, The Journal was favored with a 214% lead—9,660 lines.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormsbee, Inc.*

# Getting action..

**P**RESENT day manufacturing methods, designed for capacity production, demand rapid distribution and capacity selling.

The daily newspaper, built for the speedy dissemination of news... advertising as well as topical... is the medium most capable of meeting the quick distribution demands of manufacturing methods.

In Chicago... the Herald and Examiner holds an enviable record for efficiency in facilitating speedy and adequate dealer distribution and sales to the consumer.

## Chicago Herald a

NEW YORK: 1819 Broadway

SAN FRANCISCO: Monadnock Bldg.

# on.. in Chicago!

## Reasons:

A Merchandising Service equipped to reinforce the work of sales managers with a thorough knowledge of the Chicago Market and how to win that market.

A maximum quantity of that coveted element . . . \*dealer influence.

A dominant circulation . . . which has proved its acceptance of Herald and Examiner advertising again and again by its healthy dollars-and-cents response.

A low milline rate . . . in fact the lowest of any newspaper west of New York.

[ \* Repeatedly CHICAGO retailers have responded . . . on the presentation of a campaign to appear in the Herald and Examiner . . . with orders the sum total of which was sufficient to pay the entire cost of the advertising campaign. . . . and this dealer-response in advance of the publishing of a single line of advertising. ]

# d and Examiner



*An old saying and true*

**Straw No. 7**

## Straws show which way the wind is blowing

And it is also true that the volume of advertising carried by a newspaper year after year in any particular line shows the value of that newspaper for that class of advertising.

The Chicago Evening Post carries less *medical* advertising than any other paper in Chicago, and the total receipts from *installment furniture* advertising would not pay for the ink to dot the "i's" in a single issue.

BUT there are a number of lines of *high grade* advertising from which The Post receives more advertising than any other Chicago paper—morning or evening.

And there are several *very high grade* lines from which The Post receives more advertising than all the other Chicago papers combined—morning, evening and Sunday.

Straws No. 1, 2, 3 and 4 were four lines of advertising in all of which The Chicago Evening Post carried more advertising than all the other Chicago papers combined—morning, evening and Sunday.

We are now picking out a bunch of straws which are equally good indicators of the direction of the wind, but which show a comparison among the evening papers only.

For Straw No. 7 we will take the advertising of passenger cars. The passenger automobile, whether it be the \$15,000 custom job or the so-called popular-priced family car, is sold to the class of people who desire the good things of life and who have far above the average income. Altho some of the class cars use The Post exclusively in the evening field, it is but fair to the other papers to include all passenger car advertising. For the year 1922 this class of advertising was divided among the Chicago evening papers as follows:

<b>POST</b> .....	<b>336,085 lines</b>	
News .....	296,631	"
Journal .....	129,687	"
American .....	94,747	"

These figures supplied by the Advertising Audit Company, an Independent Audit Company.

**The Shaffer Group**

CHICAGO EVENING POST  
INDIANAPOLIS STAR  
LOUISVILLE HERALD  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

QUALITY PUBLICATIONS

*It Pays to Advertise in a Newspaper Read by the Class of People Financially Able to Become Good Customers*

## The Chicago Evening Post

**"Chicago's Best and Cleanest Paper"**



# English Manufacturers Adopt American Merchandizing Methods

Keener Competition May Be Expected, as British Realize Need of Studying American Ways in Domestic and Export Selling

By Walter F. Wyman

Sales and Export Manager, The Carter's Ink Company

THE radical differences which have existed for a merchandising half-century no longer will be found inevitably to differentiate the best American from the best British merchandising. Practices, policies, methods and systems which we had complacently believed to be not only American but inevitably only American, now are being put into force by British manufacturers.

British trade customs long world-wide and long established are changing. What we Americans have forgotten, both in our domestic and in our international trade, is that the manufacturers in England have progressed throughout history. We have been deluded by the fact that our merchandising and production methods have advanced geometrically, while British methods have advanced arithmetically.

This is obviously a generalism and a crude estimate of the relative progress of manufacturers on the two sides of the Atlantic. The truth lies in the fact that both British and American manufacturers have advanced—but at different rates of speed.

Nor has the American rate of advance been constant. Almost from the first, however, it has been more rapid than British contemporary advances. At one stage our advance shot almost vertically, while British advance progressed at the same moderate rate as in its past period. It is well to prove these abstractions by concrete cases. One of the time-honored customs of British trade has been to charge for "extras." Goods were catalogued at a specified price but invoiced to include,

almost invariably, cases and packing as a separate item. First in our foreign trade and later in our domestic trade, British manufacturers have been dropping these extra charges, so that it has been notable that it is not the newer English international traders whose invoices for merchandise no longer contain additional charges for "cases and packing," but rather the old-line British manufacturers.

## THE MATTER OF MEASUREMENTS

Until recently, a prominent American paint and varnish manufacturer was winning even the British Colonial markets because of the greater convenience of his containers, which were in American liquid measure sizes. The British Imperial gallon is 160 liquid ounces; its quart, 40 liquid ounces, and its pint, 20 liquid ounces. The American standard is: gallons, 128 liquid ounces; quarts, 32 liquid ounces; and pints 16 liquid ounces. Seemingly, this condition was a great handicap to the American manufacturer. Since his trade was largely in Canada, Australia, New Zealand, India and South Africa, all of his domestic manufacture which referred to the customary American gallons, quarts and pints could not be used. His containers made for the American market originally were stamped with "quarts" of American 32-liquid-ounce capacity, which rendered them illegal and subject to fines and confiscation, when the Imperial 40-ounce quart, for example, was the standard. It required an investment of between five and six thousand dollars to change plates for labels,

and to change other markings. It required almost an equal amount in connection with price lists, booklets, circulars and other advertising material.

But in face of these expenses and these difficulties, more convenient containers based on the American standard of liquid measure gained steadily. But it is to be noted that after five years of this pressure, the leading English manufacturers brought out 128, 32 and 16-ounce containers, even though they continue to list their 160, 40 and 20-ounce sizes.

History in this respect is repeating itself in other lines, notably liquids falling in the non-intoxicating beverage group, so that an advantage already won and decidedly needed by American manufacturers is now largely neutralized by the changing practice of British manufacturers.

#### CHANGE IS CONSTANTLY TAKING PLACE

It is not wise for American manufacturers to deceive themselves longer into believing that British manufacturers will never change, merely because they are slow to change. As consumers, we do not need to have long memories to remember in this country the all but universal adoption of tin-cap bottling for beverages. In the same period, the same memory tells us that apparently English and Irish ginger-ale makers clung to the old and clumsy cork and wired sealing.

But today, investigation shows that British manufacturers have swung into line, and this advantage which seemed at one time a permanent asset has all but entirely disappeared. In this connection, however, it should be pointed out that in almost identical cases, British manufacturers have rigidly continued their inferior types of containers and seals, to the decided advantage of American makers, both in this and foreign markets. The moral, however, is that this advantage will not continue indefinitely, and that American manufacturers must, there-

fore, not depend upon it as the staff on which to lean.

In the field of merchandising there has been, perhaps, the sharpest differentiation of ideals and methods. For centuries the British manufacturer has ended his conception of merchandising with honest products fairly valued and carefully packed and shipped. Adornment of package has been an eccentricity not to be tolerated by a large and conservative English house. The American belief that the British conception was but a beginning and that merchandising applied to "making the article look the price," and then followed through to moving goods from the customer's shelves, has been our greatest competitive asset.

For several decades, at home and abroad, American manufacturers have felt that a sale was complete only when the goods have moved from the customer's shelves. So strong and sincere has been this belief that fully as much emphasis has been placed by our better and more experienced manufacturers in helping the customers sell, as in selling the customer.

It is evident in a number of ways that the era in which we enjoyed this advantage almost without challenge, is doomed to pass. A striking instance is to be found in the field of men's wear.

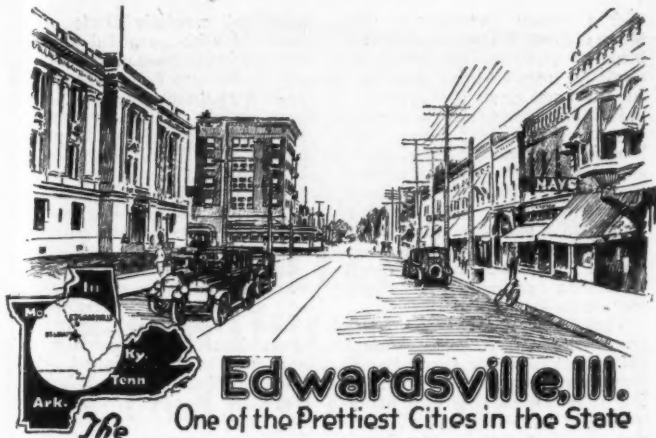
Five years ago, the Regal Shoe Company conducted a most successful campaign in China. This was based upon letters to selected users who were invited to come to the store of this agent and there inspect recent arrivals of the latest styles in men's footwear. The idea was brilliantly executed and thoroughly successful.

Exactly the same plan is now being used by John Shannon & Son, Limited, of London. Recently a Bostonian received letters direct from the London headquarters, informing the recipient that their "very good friends," Messrs. Scott & Company, of Boston, are now exhibiting the very latest productions of John Shannon's English Clothes, and closing

Aug. 30, 1923

PRINTERS' INK

51



## Edwardsville, Ill.

One of the Prettiest Cities in the State

### The 49<sup>th</sup> State

—Add this new commonwealth to your map. It's a circle—radius 150 miles.

Call it "Globe-Democrat Influence." The capital is St. Louis.

The population exceeds 4½ millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

The Globe-Democrat serves the entire 49<sup>th</sup> state. No other single newspaper even claims such coverage.

**St. Louis**  
the City with  
**\$87,000,000**  
to spend on  
Municipal  
Improvement

Any man would count himself fortunate to live in this beautiful city of shaded streets and well-kept homes. . . . And any advertiser will do well to cultivate the folks of Edwardsville.

These are well-to-do people—people whose tastes are metropolitan.

They travel frequently to St. Louis to shop. . . . Even at home they have these shopping facilities:

- |                             |                    |
|-----------------------------|--------------------|
| 20 Grocery Stores           | 5 Furniture Stores |
| 10 Auto Dealers and Garages |                    |
| 2 Jewelers                  | 3 Drug Stores      |
| 5 Building Material Dealers |                    |
| 4 Dry Goods Stores          | 6 Hardware Stores  |
| 6 Men's Furnishing Stores   |                    |
| 4 Stationers                | 7 Shoe Stores      |
| 6 Confectioners             | 1 Flour Mill       |

To influence the buying power of dealers and consumers in Edwardsville, you will naturally use the St. Louis newspaper which is read by the representative people.

Circulation in Edwardsville:  
Daily—625; Sunday—924

## Globe-Democrat

St. Louis' Largest Daily

F. St. J. Richards, . . . . . New York  
Guy S. Osborn, . . . . . Chicago  
J. R. Scolaro, . . . . . Detroit  
C. Geo. Krogness, . . . . . San Francisco  
Dorland Agency, Ltd., . . . . . London  
Asso. American Newspapers, . . . . . Paris

We could not be satisfied  
unless we gave St. Louis  
the BEST Newspaper.

with a cordial invitation to visit Messrs. Scott & Company's establishment to inspect the recent arrivals in men's spring overcoats for town and country wear.

It is inevitable that the success of this and similar efforts will lead to their gradual but constant adoption by other British companies. It is inevitable that the value of co-operation of this type will lead British manufacturers to follow further in the footsteps of successful American manufacturers in selling customers by correspondence—and by samples.

That this is unquestionably true is shown in the field of musical instruments. For years, British manufacturers have been unwilling to admit that they were handicapped in competition with American manufacturers by the British lack of sales helps. With true British unwillingness to adopt quickly American methods of sales promotion, for years American makers of certain musical instruments have had, in their display stands and similar devices, a great advantage over British manufacturers. This was a decided advantage and one enjoyed only in competition with British manufacturers, for German manufacturers, both in the pre-war and post-war periods, were thoroughly familiar with and adept in the use of sales helps in musical instrument lines.

Recently, one British manufacturer has, overnight, dropped his conservatism, and at one jump has reached almost the height of the best American practice in this regard. A prominent English merchant who is close to this manufacturer and to other British manufacturers in the same line, is authority for the statement that the instrument is being watched most closely, and that the results will be published to the entire British industry.

This alone indicates an entire change of method; for British manufacturers, even during the war and post-war years, have been decidedly disinclined to adopt the American practice within an industry. Those who read regu-

larly and carefully trade statements of such powerful English newspapers as the *London Times*, will not be surprised except at the rapidity of the change. For it has been evident to the student of merchandising who has been following the British methods in Great Britain, that the day is coming when the American manufacturer is about to lose part of the tremendous advantage which he has previously enjoyed.

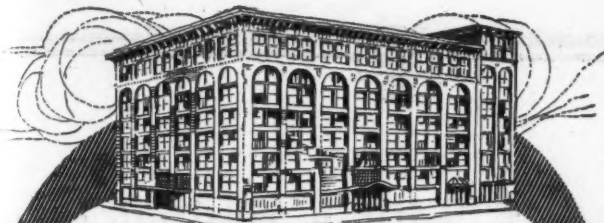
In the words of a British manufacturer who was recently here as guest of our commercial bodies, "We British manufacturers know that we must sell more largely in the United States than ever before in our history. We know that we cannot enter your markets on the traditional British conservative policy which won us our overseas markets in years past. But in studying ways and means to meet your own competition in your own country, you may be sure that we have, if reluctantly, made discoveries which we shall not hesitate to use in other markets. You Americans have been allowed too much freedom from competition in your methods in trade with foreign countries."

There is no reason for any American sales executive, either domestic or foreign, to feel that he must adopt radical measures. For just as we have steadily improved upon our technique in the use of sales and advertising weapons, and infinitely increased their variety and their combinations of use, it is certain that it will be decades rather than years before our British manufacturing friends will become adept.

It is also true that the man who prefers the sturdy broadsword seldom enjoys the rapier, and it is seldom that a British manufacturer wields well a weapon he does not enjoy.

### "La Hacienda" Buys Spanish Export Magazine

*El Campo Internacional*, New York, has been bought by *La Hacienda*, Buffalo. The two publications will be consolidated under the name *La Hacienda*.



## Detroit Department Stores Choose The News

**D**URING the first half of 1923, The News, both daily and Sunday, published 226,074 inches of local department store advertising—over TWICE as much as its nearest competitor and 70,000 inches more than its two competitors COMBINED.

This preponderant choice of The News by all seven of Detroit's large department stores has a world of meaning for other advertisers who would succeed in America's fourth city—

FIRST, because Detroit merchants KNOW local conditions—which paper is read in the home—which paper has the confidence of its readers;

SECOND, because department stores, more than almost any other advertisers, are notoriously keen market analysts and know by actual count which paper produces SALES.

The Detroit News merits **your** advertising both because it reaches one of the richest markets in America and because it has the greatest circulation daily and Sunday in Michigan.

# The Detroit News

1873 — FIFTY YEARS OF PUBLIC SERVICE — 1923

*"Always In the Lead"*



¶ With a limited appropriation you avoid duplicate circulation in your consumer advertising as much as possible.

¶ Why not avoid it in your dealer advertising as well?



¶ The Elks Magazine reaches 2 out of every 5\* merchants without duplication in towns of 5,000 to 75,000 population.

¶ We have their names, ratings and addresses.

¶ Would you like to see them?

*\*We hold no brief or claim  
for the other three*

**The Elks**  
Magazine

850,000 known circulation

---

# Henri, Hurst & McDonald

## A D V E R T I S I N G

### Chicago

---



**W**EIL-McLain Scientific  
Combustion Boilers  
have solved the home-heat-  
ing problems of thousands  
of families.

We are now entering upon  
our fifth year of service for  
Weil-McLain Company.

The Henri, Hurst & McDonald  
News Letter, an unusual sales bul-  
letin, is sent each month to our  
customers' salesmen. Many sales  
managers, advertising managers,  
and other executives, also, are reg-  
ular readers of the News Letter.  
A copy will be sent at your request.

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# Dennison's Continuing Preparation for Changed Business Conditions

Anticipating the Future Has Helped Company Always to Keep Ahead of the Procession

By James True

**B**ECAUSE of the unusualness and the variety of the selling methods and processes necessary in the building up of the large volume of the Dennison Manufacturing Company, the business of this concern has been, for many years, exceptionally interesting to those who are faced with complex merchandising problems. The Dennison line now comprises more than 8,000 items, mainly paper novelties and specialties, used for innumerable purposes. This year, the volume of orders filled will approximate \$15,000,000.

A number of articles recording important phases of the merchandising of this company have appeared in the *PRINTERS' INK* Publications during the last three or four years. No one of them could completely outline the policy of the company; but a reading of them all indicates that a part of the Dennison success is due to a continual anticipation of and preparation for the inevitable changes in general business conditions.

Of course, selling methods that are scientifically planned and energetically applied are the direct cause of the large sales volume; but underlying all of the selling effort is plainly indicated a policy of fortification and preparation for future growth through all departments of the business. This fact was emphasized by a recent interview with Henry S. Dennison, president of the company.

He acknowledged that the Dennison factories are running to full capacity and that, for some time, it has been impossible to fill all orders promptly. And he explained that the condition had released much of the time and energy of a large part of his organization from the actual selling of goods for the solving of ex-

pansion, service, selling and other problems.

"So far as we are concerned," he continued, "this is not a propitious time for the enlargement of factories and the increasing of manufacturing equipment. The truth is that we could use considerably more factory space, which would have been an advantage to us for many months; but we do not consider it wise to make permanent investments of the kind at the top of the building market.

## EXPANSION AWAITS A DROP IN BUILDING COSTS

"After the demand for housing is met there will be, undoubtedly, a marked decline from present high building costs. Expenditures for the purpose of building factory additions now would burden our future prices with an abnormally high overhead. It is better for us to strain our productive equipment to the utmost to fill our present orders, rather than increase our permanent inventory with investments that surely anticipate abnormal depreciation.

"So we are using the period of easily sold orders to determine to what extent factory additions will be necessary to take care of future demands. We have made investigations and surveys based on the growth of our business over a long period of years. We have carefully planned and laid out the additions we have good reason to know we shall require and be able to use profitably, regardless of temporary market conditions. And we shall invest in such additions when the costs of the labor and materials necessary to build them reach a point that will assure a permanently profitable investment based on normal returns."

Obviously, if the majority of

the manufacturers of the country would adopt a similar policy they would do a great deal toward solving the prevailing problem of high building costs. The Dennison Manufacturing Company refuses to adopt a speculative expansion program. Although this position is exceptional it is no more unusual in its application than the advertising policy of the company which involves methods which are frequently advocated but very seldom practiced.

"It has never been practicable," Mr. Dennison explained, "for us to set aside any fixed percentage of our profits or volume for the purpose of advertising. Our experience has shown that our advertising is a fluid power closely associated with all of our selling effort.

"The minimum amount of advertising is an amount necessary to keep the name and reputation of the company and the goods in the minds of the public without materially stimulating the sale of the goods. What that minimum is has been determined from our experience in advertising. It is the amount we are using now, and have been using for some time. And because its cost is relatively small we are enabled to conserve our advertising resources. We now use the occasion to plan the campaigns for new goods and for increases in the demand for old ones, which will be launched when the time comes that will make increased demand welcome."

With many of the items in the line, advertising can be only a mildly contributing selling influence, for they are small, inexpensive, occasionally used household conveniences that sell readily on sight wherever displayed. Therefore, many of the most serious selling problems of the company, aside from educational work, have been concerned with gaining the widest possible distribution and in encouraging dealers to give the goods prominent and continuous display.

The peculiar elements of the business have made the securing of good salesmen particularly diffi-

cult and their training essential, and in the training of its salesmen the company has adopted several unusual methods. An article in *PRINTERS' INK* for December 14, 1922, mentioned how the Dennison salesmen were encouraged with contests, weekly reports and bulletins, and stated something of the results of an analysis of its selling processes made by the company about two years ago.

#### WHAT AN ANALYSIS REVEALED

This was an attempt to apply to selling processes the principles of the "Taylor System," which the company had found beneficial to its factory conditions and manufacturing methods. The first part of the analysis determined how the average Dennison salesman spent his time, and revealed the fact that 40 per cent of his time was spent in traveling, 15 to 20 per cent in waiting, 25 per cent in clerical and miscellaneous detail work, and only 15 per cent in the actual work of selling. In no way did this reflect on the integrity and diligence of the salesmen; it served to show up the faults of methods, and it enabled the company to devise improvements.

"The results of this investigation," Mr. Dennison said, "induced us to change our training methods to some extent, and it demonstrated the necessity of reclassifying our trade and rearranging territories and simplifying routes. For two years we have been at work along these lines, and the present period of prosperity has enabled us to increase our efforts.

"All salesmen who have been with us from twelve to eighteen months are required to take our regular course in selling.

"As an outgrowth of our regular training, we have realized the advisability of giving our older men a post-graduate course. Since the first of this year we have called in many of our senior salesmen for intensive study of specific trade, and a period of sales training requiring about two weeks for

# The World



## Home Town

**W**HEN a statesman comes into national prominence, one of the first things people like to know is what the folks in his home town think of him. His national reputation really is based on his local standing.

**THE WORLD** stands *first* in New York  
New Yorkers each morning buy and read nearly 100,000 more  
**WORLDS** than any other standard-size newspaper. Each  
Sunday more **WORLDS** are sold in New York than the  
combined sale of the *Times*, *Herald* and *Tribune*.

In the home-town the people know the best paper is



MALLERS BUILDING CHICAGO    PULITZER BUILDING NEW YORK    FORD BUILDING DETROIT  
MARKET AND THIRD STS. TITLE INSURANCE BLDG.    SAN FRANCISCO, CALIF.    LOS ANGELES, CALIF.  
SECURITIES BUILDING SEATTLE, WASH.

the course. One of the most hopeful signs of this is the fact that the teachers report that they have undoubtedly learned as much as any of the students. To what extent it has increased the selling ability of our men we do not know as yet. This procedure, with its results, would have been impossible if the demand for our goods had not somewhat relieved intensive sales work on the road.

"Another benefit of the condition is the opportunity it gives us to cultivate difficult but worthwhile prospects. Every concern has a list of desirable accounts that have always resisted efforts to make customers of them, and we have our share. Under less favorable conditions, orders would be at a premium with us, and we would not have the time to devote to these 'hard customers.' As it is, we are going after them with a much more carefully studied, intensively applied selling campaign than would be possible in normal times. We can now afford to spend all of the time and selling effort on them that they will allow, in order to get them lined up for the future.

"The most acute problem with us today is how to avoid over-selling. So we are conserving our selling energy and increasing our selling strength. We are preparing to apply the principles of scientific management to our selling problems of the future, so far as that may be possible. We are building up, by means of every influence allowed by a favorable condition, our selling strength for the time that will require more intelligent selling methods, either because of a lessening of demand or an increase in our production."

### Death of William C. Bray

William C. Bray, treasurer and director of the Tubular Rivet & Stud Company, Boston, Mass., manufacturer of shoe hooks, died at Boston on August 19. He was the son of the late Mellen Bray, who had been president of the company.

Henry Ford, formerly in the newspaper publishing business in Florida and Michigan, has been appointed advertising manager of the Modesto, Cal., *Herald*.

### Health Bureau Advertises a Warning against Garbage Cans

The Bureau of Health, of Philadelphia, is using newspaper advertising in its campaign to prevent the spread of disease by flies and rats. The copy strikes at the breeding place of flies and the feeding place of rats and other vermin—the garbage pail. "Don't give them a chance to breed," warns the caption. "Get rid of these pests by using a large, tightly covered garbage can. See that your neighbors do, too. A covered can like this complies with the law, prevents breeding, promotes cleanliness, prevents disease, protects your health, keeps your home and neighborhood sanitary." The copy is signed "Bureau of Health" in black type. The garbage can officially sanctioned is reproduced and at the top of the advertisement, a fly and a rat are shown hovering about a rusty, uncovered can.

### Direct Mail's Non-Commercial Educational Exhibit

An educational exhibit of direct-mail advertising is being planned by the Direct Mail Advertising Association for its annual convention, which is to be held at St. Louis October 24, 25 and 26.

This will be a non-commercial exhibit, which will be held for the purpose of assisting in the development of better form in direct-mail advertising. Where possible each piece of mail exhibited will carry with it a statement from the advertiser as to the results which have been obtained from its use.

A committee of St. Louis direct-mail advertisers has been formed to arrange this educational part of the convention program.

### Home Furnishers Monthly in Cincinnati

J. Harry Fathauer, formerly editor of *The Furniture Worker*, Cincinnati, and William H. Feuss have formed the Fathauer-Feuss Company in Cincinnati which will publish *The Home Furnishers Digest*. This will be devoted to the interests of the home furnishing industry. It will be issued monthly.

### R. H. Garrigus, Advertising Manager, Haynes Company

Ross H. Garrigus has been appointed advertising manager of The Haynes Automobile Company, Kokomo, Ind., succeeding Walter P. Hanson, who has resigned. Mr. Garrigus has been assistant advertising manager during the past year.

### E. L. Jeanmaire Joins Rankin Agency

E. L. Jeanmaire has joined the Chicago office of the Wm. H. Rankin Company as a member of its plan and copy staff. He was previously with The Conover-Mooney Company, Chicago.

## We said, "Watch October!"

The October issue of Hearst's International Magazine closed with 77% more paid advertising than the corresponding issue in 1922.

And exceeded, by the way, the largest previous single issue in its history by more than 14 pages.

Now watch November!

***Hearst's International Magazine***  
A LIBERAL EDUCATION

## *"Advertising Well Directed"*



The chart above indicates the comparative volume of advertising handled year by year by the Campbell-Ewald Company.

# CAMPBELL~EWALD

NEW YORK

DETROIT

CHICAGO

## Consistent Growth— *Another Evidence of* "Advertising Well Directed"

The growth of any business depends, primarily, upon the service it renders. Particularly is this true in the field of advertising, where service is the commodity sold.

Campbell-Ewald Company is thoroughly conscious of the greater responsibilities that accompany greater growth. It pledges itself, therefore, not only to maintain the high quality and well-rounded completeness of its service to clients, but to leave nothing undone that will improve, broaden, or enlarge that service.

With the fuller facilities that its growth and experience have developed, Campbell-Ewald Company is in a better position than ever before to serve efficiently all clients, new and old, and to provide for each the fullest measure of Advertising Well Directed.

# COMPANY *Advertising*

DAYTON

TORONTO

# Talk To A Million In the Morning

You can talk to America's Fourth City—  
Detroit, in the morning, **ONLY** through  
The Detroit Free Press.

You can sell while buying plans are being  
made—**BEFORE** the actual business of the  
day starts—when minds are fresher, keener,  
brighter.

And Detroit today is more responsive to  
good advertising than ever before in its his-  
tory, for Detroit was never more prosperous.

The Detroit Free Press covers the actual  
buying power of this city of more than a  
million—seven eighths of its circulation is  
**HOME DELIVERED**, home staying, assur-  
ing the advertiser the positive maximum of  
resultfulness.

## The Detroit Free Press

*"Advertised by its Achievements"*

VERREE & CONKLIN, INC.

Foreign Representatives

New York

Chicago

Detroit

San Francisco



# A Bank Finds Continuous Advertising Needed to Tame Wildcats

Stock Swindlers Resumed Activities When Barnett National Bank Halted Campaign

ONE of the penalties—if we may use the word—of advertising is that once undertaken, it cannot be discarded without loss of all it has accomplished.

There are occasions, however, when permitting the advertising to lapse, may not have ill effects that are easily apparent. For example a bank may advertise for the purpose of putting a stop to the activities of fraudulent stock promoters. It is difficult to measure the success of a campaign of this sort. Conversely, it is also difficult to measure the loss incurred when the advertising is halted.

Even under these circumstances one is entirely likely to find that stopping the advertising has its inevitable reaction. One need look no farther than the Barnett National Bank of Jacksonville, Fla., for convincing evidence.

The Barnett National Bank inaugurated a campaign a year or two ago that had for its aim the elimination of the wildcatter in Florida. Of course, it is not possible to credit the advertising entirely with the very fine results obtained since other agencies were at work at the same time. This much can be said, however: After the bank's campaign had been discontinued for some months a renewal of fraudulent stock promotion work was noticeable and it has been found necessary to renew the advertising.

The individual with an income of less than \$2,000 a year offers the real mark for the out-and-out swindler. The class that this individual represents, is the real financial and business backbone of the country. As a class, its aggregate annual earnings are in the neighborhood of forty billion dollars.

Workers earning less than \$2,000 a year are rarely investors. Consequently, the salesman of

good securities seldom approaches them. Nobody bothers much with them other than those who intend to play on their ignorance and desires.

All banks, and all business men have a vital interest in that class, however, since it represents so overwhelming a percentage of the nation's purchasing power, particularly of the basic commodities—the necessities of life. It has been estimated by some authorities that a billion dollars is taken annually by stock swindlers from the less than \$2,000-a-year wage and salary earner, in amounts ranging from five to a few hundred dollars at a time. Whatever the amount, it would be of tremendous direct benefit to all industry if put into good securities, or kept in savings bank.

It was in recognition of that fact that the Barnett National Bank launched its campaign. Savings bank deposits were not increasing in accordance with what should have been expected on the basis of the bank's analysis of business and industrial conditions, earnings, etc. Florida was "infested" with stock swindlers. Previous efforts to stamp them out had been confined to legal and police methods, which frankly failed to work. The type of financial advertisement appealing to the \$5,000-a-year man is never seen by the less than \$2,000-a-year wage earner. He is not interested in the financial page. The campaign of the Barnett bank was planned with those facts in mind. Courts P. Kendall, vice-president, directed the preparation of the copy. It was designed to fight the promoters on their own ground, to appeal to the man of limited income. Newspaper display space, three columns wide and full-page length, was used. The following extract from the first publication tells

its own story and is typical of the series:

Are you buying stock?

The humble home of the native Floridian, removed from lines of travel, has built of rough boards a "lean to" for the use of visiting relations or the traveler who finds himself in the locality when night falls. As this primitive guest's room is often occupied by vendors of medicines, books and sewing machines, it is known to the Cracker's family as the "agent's room."

Today these rooms are frequently occupied by the wily stock salesman, from whom even the lowly fail to escape.



### *Wildcat Stocks*

Due to the resumption of activity among professional stock jobbers in Florida our bank will in next Sunday's Times-Union publish another of its series of advertisements dealing with the sale of highly speculative stocks.

### **The Barnett National Bank**

of Jacksonville  
A Florida Landmark

**BANK ANNOUNCES THAT IT WILL RESUME ADVERTISING CAMPAIGN AGAINST WILDCATTERS**

Florida is infested with stock jobbers. The wire tapper, aristocrat among crooks, is a winter bird and wings his way northward in April. The crooked seller of doubtful stocks is a year-round pest. He abounds in the countryside, the city and the hamlet. His oily smile and clammy handshake neither your office nor your home can evade. The widow with insurance money is a choice prospect.

The opportunity he offers is something to wonder at. He usually has "only a few shares left," and he seldom speaks in dividends under 100 per cent. Yet the trash he sells will pay dividends when Eskimos camp on the St. Johns.

You should always question the safety of stocks that promise sure and large returns.

Money is hard to make and hard to keep. Do not risk your funds in schemes that vanish over night and leave you discouraged and your confidence shaken.

Before buying a stock ask yourself these questions:

Are the company's officers men of standing?

Is there a demand for the company's product?

Is the demand such that periods of business depression can have little effect on earnings?

Are the assets of the company not only sufficient, but in excess of the requirements for safety?

You should also consult your banker.

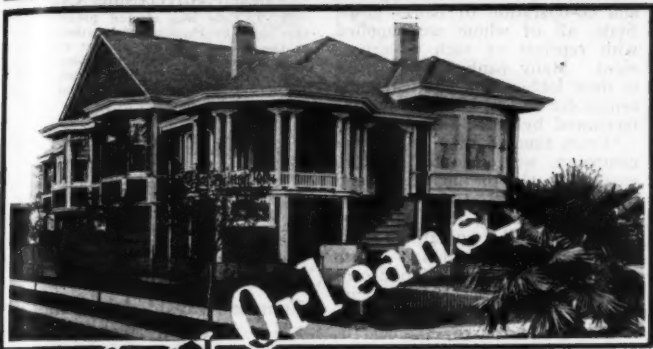
While he claims no superior knowledge, your banker has sources of information and opportunities for investigation not available to the average individual. In the meantime keep your money in his bank and be content with the steady income from the savings account until you can find an investment that will stand investigation.

That which is good will bear scrutiny.

In the second advertisement the bankers also put their finger on the one infallible test of the intention back of any promotion, when they advised investors to ask the salesman "how much of my subscription will go to salesmen and promoters?" When the investor sees to it that he gets an honest answer to that question he can determine whether or not the proposition is genuine. No swindle stock is ever sold at less than 25 per cent commission to the salesman; generally it is 50 per cent. The other fifty goes to the promoters. The advertisement suggested that the investor ask his bank to corroborate the answers to the questions.

In the third advertisement of the series the bank announced that it had refused to lend \$500 on a good \$1,000 bond when "it developed that the money was wanted to pay for automobile stock at \$125 a share that was being advertised in want columns at forty cents—and not worth ten."

Bankers will be interested doubtless in the direct results attained. "The advertisements," says Mr. Kendall, "were read, discussed, copied by other banks and passed about the State generally. Advance circular letters were issued to all banks in our territory giving title of the forthcoming advertisement, the date of its appearance and granting permission to the banks to reproduce any portions or all of the copy over their own names, either with



## New Orleans— a city of homes and helpfulness

**THOUGH** its population exceeds 405,000, New Orleans, on account of climatic and other conditions, has not become one of the cities which house a large percentage of their people in apartment buildings. It remains a city of small dwellings. Every fourth family owns its home.

Among the ranks of savers, the New Orleans family which isn't paying toward its own home is apt to be helping furnish capital for the erection of others' homes. New Orleans has forty-four building and loan associations. Their paid-in

capital and reserve fund aggregate approximately fifty-one million dollars. Their combined membership is more than eighty thousand, and they pay more than two and three-quarter million dollars a year in dividends.

The merchandise needs of the family occupying a small dwelling are greater than those of the family occupying a furnished apartment with perhaps restaurant service. Manufacturers of furniture, household articles and food products should appeal directly to the mass of population in New Orleans—through

# The Times-Picayune

**FIRST FOR THE SOUTH**

### ADVERTISING REPRESENTATIVES:

CONE, HUNTON & WOODMAN, Inc., New York City; Chicago, St. Louis, Detroit, Kansas City, Atlanta. R. J. BIDWELL CO., Los Angeles, San Francisco.

or without credit to the Barnett. "Naturally we had the approval and co-operation of banks down State, all of whom we supplied with reprints of each advertisement. Many banks posted these in their lobbies and circulated the remainder among clients being interviewed by stock salesmen.

"From time to time during the campaign we enclosed stamped envelopes to the bankers and inquired what effect the advertisements were having, the number of salesmen still operating, etc. This kept the campaign warm and held the interest of our contemporaries. Banks freely informed us of conditions in their localities and roundly thanked us for our attempt to better conditions. From this you will understand something of the good-will obtained from the campaign."

The selling points of this particular form of advertising are numerous. The Barnett Bank found that savings accounts held intact against the inroads of swindlers more than paid for the initial cost of the advertising and the follow-up. Good-will is a tangible asset, and is inevitably helped by such a campaign. The direct drawing power of the advertising in the production of new accounts, even when they are not solicited, is a considerable item. Indirectly there can be no over estimate of the benefit to the whole community served by the advertising bank, much of which can be calculated specifically in the form of increased prosperity through a definite percentage of increase in the purchasing power of the people.

The best proof of the advertising's value, however, is undoubtedly to be found in the fact that it has been found necessary to give the campaign a new lease on life as a result of the wildcat-ter's return. Mr. Kendall sums it up by saying: "For the past year there has been little marketing of doubtful stocks. Only lately did we hear of a renewal of activity and it is for this reason the series of advertisements began to appear once more."

### A. J. Cole, President, Long Beach Advertising Club

A. J. Cole was elected president of the Long Beach, Cal., Advertising Club at the annual election of that organization. Lorne D. Middough was chosen vice-president and Harry Buffum, R. M. Dickinson, Howard Deema, and Hugh A. Marti, directors.

### Magazine Campaign for Boston Jewelry Concern

The Hanover Jewelry Manufacturing Corporation, Boston, Mass., importer of pearls, is planning to conduct a general magazine campaign. This advertising will be directed by the John W. Queen Advertising Agency, also of Boston.

### Campbell-Ewald Adds Another Truscon Account

The Truscon Steel Company, Youngstown, O., has placed the advertising of its pressed steel department with the Campbell-Ewald Company, Detroit, which also directs the advertising of its steel joist, standard buildings and steel sash departments.

### Financial Advertiser Appoints Sweet & Phelps

Sweet & Phelps, Chicago advertising agency, have obtained the account of Evans, Sprague & Sturges, Inc., investment securities, Pittsburgh, Philadelphia and Chicago. Pittsburgh and other Pennsylvania newspapers are being used for this account.

### Boston Campaign for Overland Cigar

The S. S. Pierce Company, Boston, is conducting an advertising campaign in metropolitan Boston on its Overland cigar. Painted bulletins and newspapers are being used. This campaign is being directed by Cleaveland A. Chandler & Company, advertising agency of that city.

### Trade-Marks Building Materials

The Mid-Continent Clay Company, Peru, Kan., recently applied for registration of the trade-mark "Mideo" for use on building bricks and roofing tiles. Architectural publications are being used to advertise the tile products of this company.

### Plan Fall Campaign on Red and Blue Can Coffee

Hills Brothers, San Francisco packers of Red Can and Blue Can coffee, plan to use newspapers, car cards and outdoor advertising in a fall campaign on these products. Schedules are now being prepared by the Duke Advertising Agency, Inc., also of San Francisco.



ATLANTIC CITY—  
YOUR SALES MARKET—Oct. 8-13

## Link up your selling to the American Electric Railway Convention

**T**HE big sales opportunity of the year is almost here. The greatest electric railway convention is in sight.

In October, Atlantic City will see the greatest aggregation of electric railway men and the greatest exhibit of railway and motor bus equipment and supplies that has assembled for decades.

For nearly forty years, electric railway men have annually expected and welcomed the *Electric Railway Journal's* Annual Convention number just before the Convention. This number of *Electric Railway Journal* has become an institution. The Convention would not be complete without it. It has become the most widely read and most generally used text book of the year among electric railway men; kept handy and referred to as a help in choosing equipment, materials and supplies for months to come. Its advertising pages are constantly referred to as a buyer's guide. The very editorial treatment makes it an up-to-date treatise—to be kept and valued. It is literally the outstanding publish-

ing achievement of the electric railway year.

By all means catch this big September 29th issue. To ensure complete coverage let the October 13th Convention Report number also carry your message. Published the day after the Convention closes, this number spreads the complete doings of the Convention throughout the entire industry.

Electric railway executives will discuss buses at the Convention. They will buy them. They will be interested in buses and their equipment because their use by electric railways has become one of the outstanding developments of the industry.

The October issue of *Bus Transportation* will be looked for and widely read by the largest group of potential buyers every gathered.

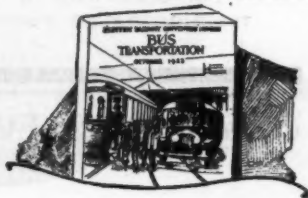
Use *Bus Transportation* to reach them. And supplement your bus equipment advertising with adequate space in *Electric Railway Journal* to educate these potential bus operators—the electric railways.

**Electric Railway Journal**  
McGraw-Hill

**Bus Transportation**  
PUBLICATIONS

TENTH AVENUE AT 86th STREET

NEW YORK, N. Y.





## Cleveland is an EVENING PAPER City

Cleveland has—in the area served by A.B.C. city circulation—over 220,000 homes.

Within this territory the Cleveland EVENING papers have 253,378 circulation—the Cleveland morning papers have less than 120,000 circulation. (Exact city circulation of one morning paper not quoted by A.B.C.)

What do these figures show? For one thing, that the EVENING papers cover Cleveland completely, having 30,000 more city circulation than there are homes in the city—

For another, that in 100,000 of the 220,000 homes—or in 45%—the newspaper readers are reached only by the EVENING papers.

Thus, it is plain, you can cover Cleveland thoroughly with the EVENING papers—you can't cover it *without* them.

The leadership of The Cleveland News in reaching that great section of EVENING paper

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*Cleveland is an EVENING PAPER City*

readers who mean most to the advertiser is evident from study and comparison of its editorial contents or of the advertising placed by the department stores and other local advertisers.

Such study will show that The News is written and edited, first of all, for the family—that it is built for the home, with particular consideration for business man, industrial executive, banker and thousands of more intelligent, better paid workers in store, office and factory.

IN Cleveland, advertise in the EVENING—  
advertise in The NEWS.

The Cleveland News and Sunday News-Leader are represented by George A. McDevitt, Inc., 303 Fifth Avenue, New York, and 914 People's Gas Building, Chicago.



# Dress goods are advertised in **CHILD LIFE**



**A**BOUT one year ago we presented Child Life to advertisers and agents as the ideal medium for advertising dress goods. The soundness of that appeal is to-day evidenced by the fact that each month nationally known brands of dress goods are advertised in Child Life!

For these manufacturers, advertising in Child Life is a paying investment. It will be just as good an investment for all who manufacture, or sell, articles used in the care, entertainment or education of children. Child Life talks straight to the mother—the one who buys for the whole family. It has a quality circulation of more than 100,000 copies a month.

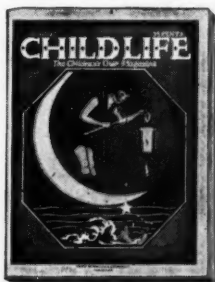
Child Life is distinctly a high-class publication, and is backed by the many years' experience of RAND McNALLY & COMPANY in publishing books for children.

Child Life means advertising success for your products, too!

Write for a sample copy.

**RAND McNALLY & COMPANY**  
*Publishers*

536 S. CLARK STREET, CHICAGO



Mothers who *select* read  
"CHILD LIFE" to their Children





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# Reducing Turnover in the Sales Force

Why Is It That Improvement in Sales Personnel Does Not Always Keep Step with Improved Production Methods?

By A. H. Deute

General Sales Manager, The Borden Sales Company

HAVE you ever figured out how much it costs the house to carry a salesman who fails to make good and who has to be dropped sooner or later? Do you realize that it is not only the salary and expenses the unprofitable salesman draws that you have to consider but also the amount of business he failed to get?

One of the elements which makes for the high cost of selling is the needless turnover in the personnel of the sales force. No sales manager can be perfect in selecting men, but one great difference between a successful sales manager and one not so successful lies in the ability to pick men.

In a small sales force, the sales manager can pick and train each man in his employ. In larger sales forces, the sales manager personally can not often do this. That particular job is left to the various district sales managers. Right here there is constantly a great chance for leakage.

One house, maintaining a national sales force, has its main sales force in New York and has the country broken down into eleven sales districts. Each district is in charge of a district sales manager and these district sales managers employ their own local salesmen.

It was found on checking up that three of these eleven men carried on their work with little fuss and excitement. They rarely discharged a man and only occasionally took on a new one as the growth of the business warranted.

Among the other eight, there was constantly an apparent effort to improve the force—men were being hired and fired with reckless abandon. It looked like real activity on the part of the district sales manager. What it really amounted

to was a careless waste of the company's money.

Here we have the two common methods of building up a force of men. The former depends upon taking a likely prospect, teaching and training him and gradually fitting him into the organization. It is slow work but it does make for an economical, productive organization.

The latter way is expensive. It is not only expensive from the standpoint of turnover and consequent waste, but it is expensive in that a force of men recruited by the hiring and firing method rarely develops the morale and the team work of the force built, as it were, from the ground up.

## ONE WEAKNESS IN THE LOCAL SALES ORGANIZATION

Thus we come to one of the principal reasons why national sales organizations often suffer from comparatively high selling costs. We find that district sales managers, upon whose shoulders falls the responsibility for building the various local sales forces, have primarily been chosen because over a period of years they proved to be fine personal salesmen. Too often they are salesmen but not organizers and teachers. They have at no time been taught or learned that the successful sales manager is not the man who can go out and find a collection of sure-fire expert salesmen and bring them into the fold; but that, on the contrary, the great sales manager is the individual who can take the average man, possessed of a good sound, wholesome character, and mould him and train him and develop him into a man who can go out and talk that line convincingly and turn his visits into orders.

That is why, though, that every now and then one runs across a group of men who have wonderful records with a particular house or a particular line but when put into another house or another line, they fall down miserably.

A few years ago, a certain sales manager had to develop volume quickly and he learned of three men working for a competitor in a nearby territory. He planned on getting these men and putting them on his line, but in territories where they would not have to talk the new line to former customers. He obtained these men by paying unusually large salaries. After he had them on his force a few months he was obliged to admit that they were not getting the business. They were failures and although they did their apparent best, their cost to sell was entirely out of proportion. The sales manager hesitated to drop them because he knew their past records and he felt, too, a certain moral responsibility toward them.

Finally, though, he found out what was wrong and had to realize that so far as his house and he were concerned, these three men were absolute failures. They had come as youngsters into their former house, were employed by a certain sales manager and taught to sell a particular line a particular way. They came to believe implicitly in that sales manager. They felt he was the greatest manager in the world and his line the greatest line in the world. They were steeped in the traditions and the policies of his house and his line and they sold viciously and aggressively because they were thoroughly a part of him and his organization. When they left him, they were expected to produce for a line with which they were more or less unacquainted and they had to work for a sales manager in whom they had no real faith as they had for their former employer.

Between many successful sales managers and their successful salesmen there is a very close bond which makes for tremendous success on the part of the salesmen. That is because the sales

manager on the one hand has given them their entire selling training and has been their friend and advisor as well as boss. The turnover in such sales forces is small. Ordinary men do phenomenal work because they are working with intense conviction and enthusiasm.

A sales force recruited in this way and trained and built up in this way is probably the perfect example of an economical business producing force, operating at a minimum expense.

We may come then to this conclusion: the economical, profitable sales force is one that is built for that particular business by that particular sales manager and is made up of men who are primarily members of the organization and do not regard themselves as professional salesmen.

The cold-blooded technical training of salesmen is one thing vitally necessary and important in itself, but the part which is still more important is that of bringing together a group of men who feel that they belong.

This is why, too, a man who is himself a splendid sales manager is often not necessarily a good salesman. Many sales managers have many men in their forces who are far better actual salesmen than their chiefs. It also follows that many a good salesman fails to prove a successful sales manager.

#### RECORD SALES GETTERS LACK PATIENCE AS MANAGERS

A really splendid salesman, with a wonderful record as a business getter, was not long ago placed in charge of sales. The men he found making up the force were as a whole greatly inferior to their new chief. The latter knew how to sell the line and how to develop the volume of business. He immediately developed a feeling of impatience with his men. He failed to realize that as a group they were slower and less able quickly to grasp the situation than he could. They were a good average group who could, with proper training and patience, have

# The "Boomerang"

**H**ERE is something brand new, and as useful as it is unique.

The "BOOMERANG" mailing folder is a combination folder and return postcard. The postcard is not separate; it is *attached* to the folder, but is *easily detached*.

The prime feature of the "BOOMERANG" is the fact that addressing the folder (by hand, typewriter or addressograph) also furnishes the prospect's name and address on the return card.

The "BOOMERANG," sent out in advance of your catalogue, is invaluable as a simple and inexpensive means of checking your mailing list.

Or the return card may be used as an order form. It bears the customer's name and address, and is all ready for the mail-box.

Specimen folders will be ready within a short time. Write us today for your sample.

[Application for Patent Pending]

## Charles Francis Press

Printing Crafts Building Telephone Longacre 2320

461 Eighth Avenue, New York City

been made a loyal, fighting sales force.

Instead of building them into such an organization, he went out with one man at a time, worked at high pressure and made phenomenal sales. He would turn to the man with whom he was working and say, "Now there you are. You see the business is here. If I can get it, you can get it. If you can't it's because you are loafing when I am not around. Now, you either get it or resign."

As a consequence, he had his men scared before they had a chance really to get on their feet. Desperately, a man would try for a few days to do as well as he had seen his chief do. Not being able to reach the mark set, he became discouraged and confused and either quit or was dropped.

One outstanding reason for the rapid turnover of salesmen and the consequent high cost of selling is the attitude on the part of many a sales manager that he is cutting his selling expense when he drops salesmen. He fails to realize that sooner or later he must again build up his force, and then he goes out and takes on new men, more than apt to prove unprofitable at the start.

"We never take on a new man unless we have to and we never drop an old man without admitting failure on our part," the head of a manufacturing concern explained. "We hold our men responsible for the success or failure of the men they employ."

When a sales manager discharges a man, it is an open admission on his part that he chose unwisely or failed to train properly after he had employed him. When a sales manager not only realizes this situation but makes it clear to his men that he feels that way about it, the sense of confidence on the part of the salesman grows wonderfully. He can begin to look upon his superior as somebody trying to insure his success instead of merely somebody who is going to discharge him at the first sign of weakening.

So far as the actual training of salesmen is concerned, this is

an old topic, thoroughly discussed over and over again. On the other hand, conversation with the usual run of men one meets in the field brings out the fact that too often the course of training is something about which the sales manager talks but which rarely is followed through to the point where the salesman gets out of it what he should.

One handicap under which the average salesman works is the fact that he himself is rarely thoroughly convinced of the importance of constantly studying the line in particular and business in general.

"Don't you get a steady stream of data from your house?" a salesman was asked.

"Oh, sure," he replied. "But it's mostly a lot of bunk. They had me in the factory for a week before I went out, and I saw all there was to see."

Nobody in the case of this salesman was doing the very important work of keeping him convinced that constant study, day after day, was essential. No matter how well got up the matter may be which is sent to the sales force, unless the individual salesman be in the frame of mind where he realizes the importance of study, he will fail to get out of it what he should.

Sitting in the home office, the sales manager, surrounded by his office force, constantly seeing the best side of his line and his proposition, may well feel that his men have all the best of it, as compared to competitors—that the stream of letters going out to them is everything that they need.

Out in the field, getting nine times out of ten only the seamy side of the proposition as expressed by prospective customers, the average salesman feels entirely different about it. These men seem to fall into one of three classes: They may be indifferent and feel that the best they can hope for is to put it over from one week to another and manage to slip by; another group is over sure and over self-confident. The third group, the smallest of the

## Subject: Is Everybody Happy?

Gentlemen:

An advertising agency cannot afford to take accounts which do not fit in harmoniously with its plan of operation. It is just as valuable for the advertiser to find the agency which fits his needs as it is for the advertising agency to secure the account with which it can work enthusiastically.

The human relation in advertising agency service is the most important element to consider. Because this element is overlooked, many advertising accounts are constantly changing hands.

If we were a national advertiser we would not sit in our office and be solicited by a lot of advertising agencies. We would put on our hat and go and call on advertising agencies big and little—new and old, until we found our own kind of an agency—one that would put its heart into our work. We would not want an advertising agency that we were continually ordering around. We would want an agency which we could take right in as "one of us," knowing that it was just as able in its line as we were in ours and that it was worth our while to take its opinion on equality with our own.

There are such advertising agencies—if the advertiser will go out and find them.

Yours very truly,

*M.P. Gould Company*  
Advertising Agency

454 Fourth Ave., N. Y.  
Phone Mad. Sq. 9070.

Established 1895

Charter Member American Association of Advertising Agencies  
Member National Outdoor Advertising Bureau



## This little device went to market

This little device was an automobile improvement whose immediate market was among car owners.

Fortunately the man who controlled its sale knew that the quickest and most economical way of selling the car owners was in first selling the men from whom car owners buy.

So through strong, consistent advertising in the good trade papers, which the substantial dealers and jobbers

read, this little device was offered for sale.

And pretty soon things began to happen. Dealers and jobbers more and more began to order and re-order. Here was a salable article on which a good profit could be made.

The trade was sold on it and the trade sold it.

This little device went to market and its manufacturer went to Europe—he could afford to.



## This little device stayed home

This little device was built by a man who didn't know how to sell it and wouldn't let anyone else tell him how to sell it.

He labored under the delusion that, having a good article, all he had to do was to wait for the public to come and buy. He didn't

believe in advertising and he distrusted all men who sought to advise him.

He waited and waited, but nothing happened except locally.

This little device stayed home and so did its builder who still wears overalls.

# Class Journal





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new scheme until finally having  
tried balloon advertising and sky-  
writing and all the other per-  
fectly wonderful stunts he was  
forced to quit for lack of funds.

This little device got lost in the  
woods and the sheriff attached

its builder's property, all except  
his home, which was in his  
wife's name.

For the elucidation of the moral,  
address

## THE CLASS JOURNAL COMPANY

New York, U. P. C. Bldg.; Chicago, Mal-  
lers Bldg.; Boston, 183 Devonshire St.;  
Philadelphia, Widener Bldg.; Cleveland,  
Guardian Bldg.; Detroit, 317 Fort St.  
West; Indianapolis, 1212 Merchants'  
Bank Bldg.

# naPublications



**AUTOMOTIVE INDUSTRIES**  
**MOTOR WORLD** ] ✓  
**MOTOR AGE**  
**MOTOR BOAT**  
**MOTOR TRANSPORT**  
**EL AUTOMOVIL AMERICANO**  
**DISTRIBUTION & WAREHOUSING**  
**AUTOMOBILE TRADE DIRECTORY**  
**TIRE RATE BOOK**

three, is composed of those men who know their subject and their line and their trade and really do get business.

The first two groups represent the men who have to be worked on by their respective sales managers. They are, sadly enough, but still true enough, in the majority. They are the men who are too indifferent to study and learn and respond or those who feel it needless to study and learn. But every day they are drawing salaries—every day they are sending in expense accounts. They are the men who can be made to increase the sales efficiency of a house. They are the big average group where turnover is great—where expense piles up—and where the best efforts of the sales manager are needed if he would lower the selling cost, cut down the wastefulness of excessive turnover and lower the cost to sell.

### Shoe Retailers Advertise Relation of Shoes to Health

**T**HERE are plenty of instances where group advertising has been the means of increasing general consumer demand, the per capita consumption of a product. But it is less seldom that retailers selling one line of goods get together for the purpose of increasing the general public interest in their product.

At South Bend, Ind., the shoe retailers, in 1919, formed the South Bend Shoe Retailers Association. This association is working now as a unit and through the medium of advertising and other means is endeavoring to influence South Bend people to think more seriously about their health, their feet and the shoes they wear.

In April of this year a "Walk and Be Healthy Week" was promoted, which was endorsed by the mayor, the Board of Health, the Y. W. C. A. and the Y. M. C. A. The expenses of this "Week" were paid by the association, dealers being charged for the advertising

space used. Editorials were published in the newspapers, which commented on walking for health, care of the feet, etc. During the "Week" double-page spreads were used and all shoe advertising was confined to this space. The centre of the page carried the announcement of the "Week" and the slogan "Walk and Be Healthy" and the endorsements of the mayor and the Board of Health, and around this announcement were grouped the individual advertisements of the retailers.

The second co-operative event of the association was "White Shoe Week," which officially opened the white selling season. Special displays and advertising co-operated with the idea. The next event will be a combined fall opening and style show.

The association is said to comprise every establishment in South Bend retailing footwear. Monthly dinners are held, at which shoe problems are discussed, and each year a picnic is given for the members and their families and friends. The association has done a great deal in building good-will between merchants and the buying public, and an eagerness to work together, to exchange ideas and be mutually helpful has developed.

### Malcolm Moore Dead

Malcolm Moore, for many years in the advertising business, died at Philadelphia on August 23. He was for several years a member of the advertising staff of the *Baltimore Sun*.

Mr. Moore was associated with the F. Wallis Armstrong Company, Philadelphia advertising agency, for five years and in 1921, he joined the Biddle Agency, of the same city.

Mr. Moore was one of the owners of the Blaisdell Pencil Company and the Paramount Rubber Company, both of Philadelphia. He was a former president of the Baltimore Advertising Club.

### Owl Drug Account with Jackson Corporation

The Jackson Corporation, San Francisco, has been appointed to handle the advertising of the Owl Drug Company, wholesale and retail drug store chain, with headquarters at San Francisco.

Edwin M. Perlin has joined the copy staff of Vanderhoof & Company, Chicago advertising agency. Mr. Perlin was recently with The Reuben H. Donnelley Corporation, also of Chicago.



30, 1923

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## WANTED—

### Paints, Hardware, Roofing, Building Materials and Household Equipment!

Cincinnati is a city of home owners,—not of renters. When a new house is to be built, or an old one remodeled, when there is painting to be done or a roof to be repaired or replaced, a furnace or lighting system to be installed, the people to talk to are the same people who buy the family food and clothing, drugs and medicines, musical instruments and automobiles. You can reach them all through the Times-Star.

Cincinnati clothing and department stores, high, medium and low priced alike, without exception, use the Times-Star as their chief advertising medium. A list of them with comparative lineage figures is available on request.

National advertisers in all lines do the same, more than one hundred and fifty of them using no other paper in this field. This also is subject to verification.

Yes. Cincinnati is a wonderful market for all good things that have to do with the home and its functioning. And the Times-Star dominates it in a wonderful manner. If you are not cashing in on this market, consult our merchandising department.

# CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher*

C. H. REMBOLD, *Manager*

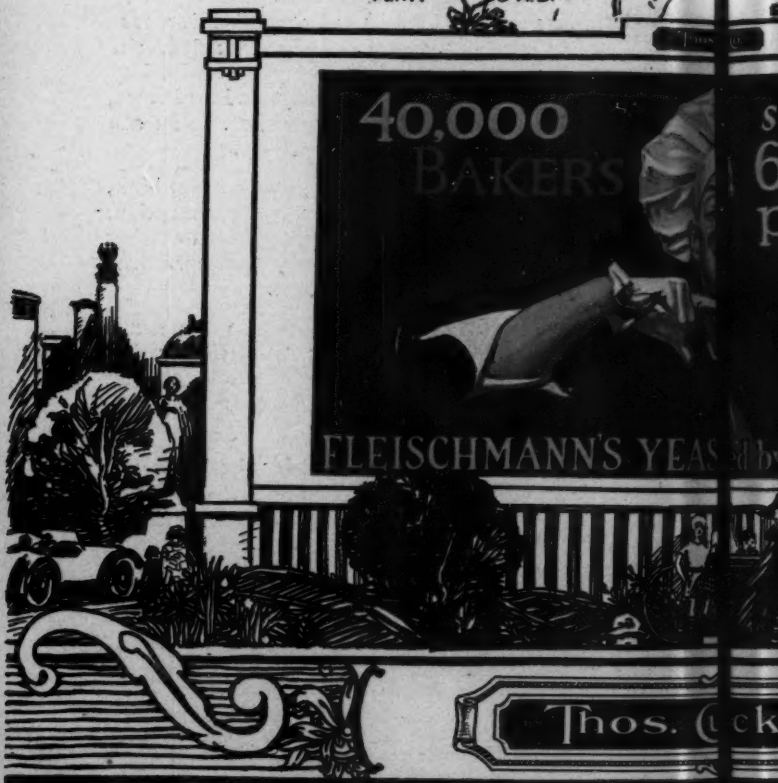
*Member of Audit Bureau of Circulations*

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# Size

YOU MAY OBSERVE IN STATUES,  
PICTURES, AND THE HUMAN  
FORM, AND EVEN IN ANIMALS, AND  
TREES, THAT NOTHING IS MORE  
GRACEFUL THAN MAGNITUDE."

- PLINY 80 A.D.





supply daily  
64,000,000  
people

EAS by bakers since 1868

Borden's Baking Powder Co.

EST. 1868

## Open Letters to Advertising Agents

### The NATION'S BUSINESS



Published by  
The CHAMBER of COMMERCE of  
the UNITED STATES of AMERICA

Washington

August twenty-eighth  
1923

Dear Mr. Nichols:

Government figures show that 21,332 large corporations purchased \$12,321,938,650 worth of materials for manufacture during the last year recorded.

With concentration like this in the business market, isn't it practically impossible to get enough pressure directly on the men controlling such a market?

Our 110,000 circulation gives you direct coverage.

With heartiest good wishes.

Mr. D. H. Nichols, Pres.,  
Nichols-Moore Company,  
Cleveland, Ohio.

*Victor Whitlock*  
Victor Whitlock  
Director of Advertising.

FROM THE NATION'S BUSINESS



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# Advertising Helps Tire Industry Change Established Practice

Public Being "Laughed Out" of the Feeling That the Abolition of Mileage Guarantees Means Loss of Protection

By James Henle

SUPPOSE in your industry there were in existence (and no doubt there is) a practice that had been established in the early days when the industry was young. Suppose, also, if you will, that the conditions which called for this practice no longer existed and that it was for the interest of the industry and of the public to abolish it. How would you go about making such a change?

Precisely this situation was faced by the Tire Manufacturers' Division of the Rubber Association of America. Mileage had been guaranteed on automobile tires since the early years of motoring. The guarantee gave the public a feeling of protection, but, as every motorist knows, it was a big source of abuse. There may have been some necessity for it in the early 1900's, when tires were as uncertain as automobile engines themselves and when a good case could have been made out of this form of protection. But as the skill of tire manufacturers increased, as their products became better and better and more and more capable of giving, with the proper care, all the mileage that any reasonable motorist could expect, the mileage guarantee became a more and more absurd anomaly. The most charitable thing that could be said of the situation was that in many instances tire manufacturers were penalized for faults that were the motorist's own — "adjustments" were made upon tires that had been run in ruts, jammed against curbs and driven out of alignment.

Under the circumstances the Tire Manufacturers' Division of the Rubber Association did the only two things that could be done:

1. It announced, effective Jan. 1, 1922, its standard tire warranty,

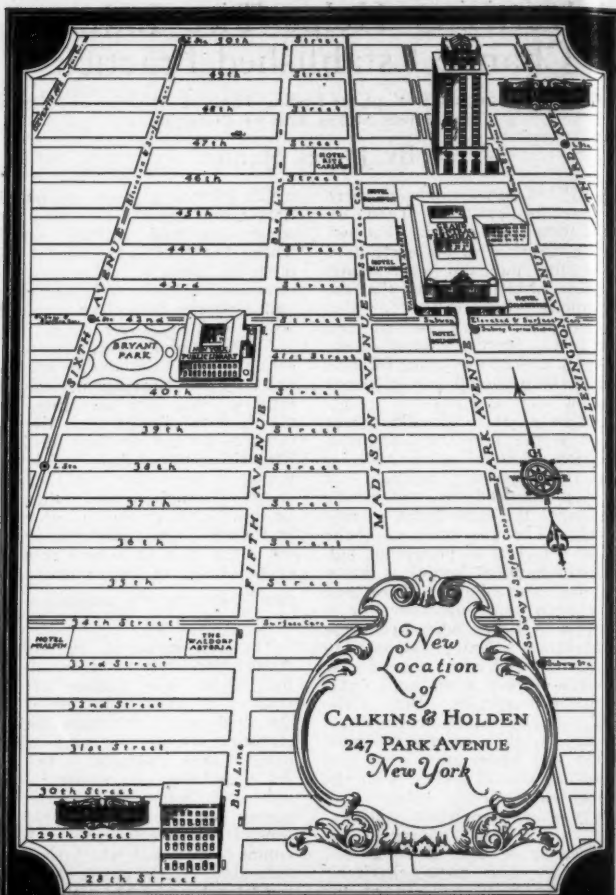
which offered adjustments on all tires found actually defective, but which promised nothing at all where the fault was due to the motorist himself. This put the relations between manufacturer and consumer on a clean, straightforward, businesslike basis.

2. It started a campaign of education to teach automobile owners not only the meaning and advantages of this new warranty, but also how to care for their tires in order to get out of them the long life which the makers build into them. It was better, the Tire Division reasoned, to inform the public thoroughly of the change rather than to have a motorist find it out when he went to his tire dealer to obtain an adjustment.

## THE ASSOCIATION'S MESSAGE CARRIED TO DEALERS

The first move of the Rubber Association was to distribute to the 128,000 tire dealers of the country a poster presenting the standard tire warranty and a statement of the reasons which made it beneficial alike to the tire dealer and the tire consumer. This was soon followed by a second poster which offered facts and illustrations in connection with the common abuses to which tires are subjected. This poster also defined the limit of the manufacturer's responsibility under the standard tire warranty, in respect to the abuse of tires.

This ground was covered in greater detail in a tiny pamphlet given to dealers for distribution to the public and also given out by many automobile companies to purchasers of new cars. This booklet contained the few simple rules necessary for the care of tires and showed by photographs exactly what happens when the tires are neglected. The pam-



*On and after*  
**SEPTEMBER TENTH**  
*at Home at*  
**247 PARK AVENUE**

*On September 8th*

## CALKINS & HOLDEN

will move from 250 Fifth Avenue to 247 Park Avenue. The slight change this move makes in the form of our address is emblematic of the slight change it makes in our business. We will have more room, better light, a convenient and accessible location and so will be that much better off. We propose to take with us whatever it is that gives us individuality, and we expect to be at least as good in the new place as in the old. To quote a famous advertiser,

*"We couldn't improve  
the powder, so we  
improved the  
box."*

CALKINS & HOLDEN INC.

247 PARK AVENUE

*New York*



ber Association in profusion, demonstrating that automobile old-timers are entering into the spirit of the contest, and the letters accompanying the photographs prove that the contestants see the humor of it and appreciate the enormous improvements that tire manufacturers have introduced in recent years. Thus valuable goodwill is being created for the tire industry, and the rubber industry as a whole is receiving a demonstration of the potency and value of co-operative advertising.

For this particular campaign is only a small part of the work of the Rubber Association of America. Its history is typical as illustrating the manner in which many of our most prominent trade associations have developed. In 1900 the New England Rubber Club was founded; its activities were largely social and included an annual dinner, an outing, etc. In 1909, as a recognition of the manner in which the industry was spreading to other sections of the country, the name was changed to the Rubber Club of America, but even this organization never got far beyond the social status, though attempts were made to co-operate in guiding and assisting the growth of the industry.

With the outbreak of the war in 1914 a new field of activity was found for the Club. The Allies were perfectly willing for rubber to reach this country—provided it was not to be resold to German or Austrian interests. At first rubber was allocated to various manufacturers by the British Embassy, but the amount of detail involved was enormous. A solution was found by entrusting the work to the Rubber Club, which had assembled a staff for that purpose and which performed these functions under the general supervision of the Embassy.

When the United States entered the war it became apparent that one of the basic materials necessary for a successful prosecution of the conflict was rubber. Accordingly, the Rubber Club of America worked in the closest harmony with the War Industries Board and the War Trade Board,

and, as befitting its wider scope, the name was changed to the Rubber Association of America, Inc. During the war this co-operative work enlisted the activities of some of the most important executives in the industry, and the experience gained then demonstrated beyond any question the value of some co-operative agency for handling problems that affected the entire industry and that were the concern as much of one manufacturer or importer as of another.

The income of the Association, which has about 300 members, is based upon annual dues of \$50 a year, plus a small tax or assessment on each hundred pounds of crude rubber purchased by all manufacturer members. In this way the expense of maintaining the Association is equitably distributed throughout the industry.

#### ACTIVITIES OF THE ASSOCIATION ARE MANY-SIDED

Some of the problems with which the Association deals are standardization of sizes and types of the various major products, improvement of accounting and merchandising efficiency of tire dealers, standardization of specifications in connection with mechanical and other rubber goods, educational work abroad through pamphlets printed in foreign languages in behalf of straight-side as against clincher tires, legislation, compiling and distribution of statistics, co-operation with Government departments, particularly the Rubber Division of the Department of Commerce, Bureau of Standards, Bureau of Public Roads, etc. This list is necessarily presented only in the barest outline; there is hardly any part of the industry where the Association does not enter in a helpful way.

A striking feature of this Association is the fact that a large part of the work is done not by the staff, which is comparatively small, but by committees composed of executives of the member companies, who thus are constantly aware of what the Association is doing and who see for themselves

# Puröl Lighthouses of the



## EXECUTIVES

are invited to ask for photographs, letters and other data. Space on our New Model Lighthouse may now be leased on the basis of a single showing on each Lighthouse.

## SERVICE

Highway Lighthouses now flash SAFETY on the main roads of the country. This spring a group was erected for The Pure Oil Company on the National Pike in Ohio.

A proof of the valuable service rendered has been the numerous unsolicited letters of appreciation received from city officials, motor clubs and civic organizations along this route.

These signals add to the pleasure and safety of motoring and enjoy the good will of motorists in every state. This friendliness is one of the shortest roads to his pocketbook.

Practical safety and effective highway advertising are uniquely combined in Highway Lighthouses.



## HIGHWAY LIGHTHOUSE COMPANY

*Lighthouses for the Land*

# s of the National Pike



## E ADVERTISING

y flash  
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pany

Highway Lighthouses also embody a number of practical advantages as an advertising medium.

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The total number on any one road is strictly limited by the proper Highway officials; the advertiser selects his own locations. At the very edge of the road, they flash their message direct to the motorist. Every location is a "solo site"—without any competing adjoining advertising.

and  
good  
This  
test

Our policy is to render an individual service to a limited number of clients. The Pure Oil Company has found Lighthouses not only an exceptional advertising medium but a builder of lasting good will wherever erected.

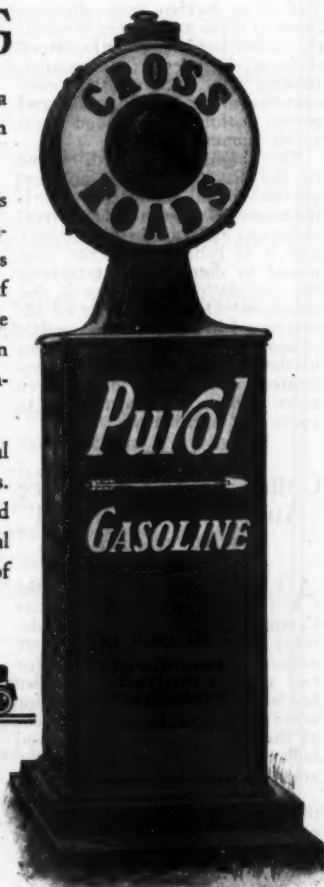
way  
in



HOUSE 100 East 42nd St., New York

Plant and Laboratories, Elizabeth, N. J.

or the Land, Sea and Air



the value of co-operative effort. Within the Association, also, there are divisions representing branches of the industry—just as there is a tire manufacturers' division there are also divisions of mechanical rubber goods manufacturers, rubber sundries manufacturers, rubber reclaimers, automobile fabric manufacturers, rubber proofers, hard rubber manufacturers, rubber clothing manufacturers, footwear manufacturers, as well as a foreign trade division. Some of these are further divided: the rubber sundries manufacturers' division includes, for instance, bathing cap, rubber band, merchandise, glove, balloon and dipped goods, bathing slipper and sheet goods committees.

This highly condensed outline of the Rubber Association's organization and its work suggests innumerable ways in which advertising can assist in these functions, and it is believed that the copy placed to date represents merely the Association's activities in this direction. Once the power of advertising in influencing public opinion upon fundamental changes in the industry has been demonstrated, it is likely to be given more and more opportunities to prove its usefulness.

### Coffee Trade Committee Authorizes Continued Advertising

AT a recent meeting of the Joint Coffee Trade Publicity Committee, New York, it was decided to continue the co-operative national advertising of coffee for two years more. The committee has been conducting a canvass for advertising funds and a statement of the total subscriptions received indicates a widespread interest among the trade.

A contract has been made with the Brazilian planters' association which assures their continued co-operation. The National Coffee Roasters Association, as previously reported in *PRINTERS' INK*, at its annual convention at New Orleans last December, unani-

mously approved the extension of the coffee trade's joint advertising campaign.

The fall program of the Joint Coffee Trade Publicity Committee calls for the use of larger space in newspapers than ever before. This campaign is scheduled to commence about the middle of September. Copy will be run regularly over a period of eleven weeks in 148 newspapers in eighty-eight cities located in eleven States.

The committee is urging coffee distributors to tie up with this co-operative campaign by using package inserts, dealer display and direct-mail advertising. In addition, distributors are told of the advantages to be gained by advertising their products in their local newspapers at the same time.

### Death of A. B. DeMesquita

A. B. DeMesquita, president of the Fayetteville, N. C., Publishing Company, was killed in an airplane accident last week at the flying field at Fort Bragg, N. C.

Mr. DeMesquita was formerly with the New York *American*. He also was at one time advertising manager of the American Safety Razor Company, Brooklyn, N. Y. He recently bought the Durham, N. C. *Star* and the Fayetteville *Observer*, becoming the active head of both publications. The Fayetteville Publishing Company was organized as a holding company for the two newspapers.

### Rochester Printer Adds S. E. Lesser to Staff

Samuel E. Lesser has joined the L. Hart Company, Rochester, N. Y., printer. He will manage the direct-mail advertising and typographic department. Mr. Lesser was at one time an owner of the Marathon Press, New York. More recently he has been with the Printing Service Corporation, also of New York.

### E. G. Boyle with Western Food Concern

Eugene G. Boyle, formerly New York State representative of *Panity Fair*, New York, is now with the King's Food Products Company, Portland, Ore., dehydrated, canned, evaporated and preserved fruits and vegetables.

### Allen Hofmann Joins Portland "Oregonian"

Allen Hofmann, formerly Pacific Coast manager of Verree & Conklin, publishers' representatives, has joined the advertising department of the Portland, Ore., *Oregonian*.



## What Is "Class" Circulation ?

A FEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

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Programs for 60 legitimate New York theatres—  
aggregating 1,600,000 circulation monthly.

Published by

*New York Theatre Program Corporation*

108 Wooster Street

New York City



*The Penton  
thumb-print  
on a business  
paper ~*

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# IRON REVIEWS

*A Penton Publication*

**T**HE name *Penton* on the editorial page of a publication is, in itself, a self-sufficient warranty of sound editorial value founded on care, precision and thoroughness.

Because busy executives base decisions unquestionably on information printed in *Iron Trade Review*, advertisers in its pages profit accordingly.

Their messages reach the *man-at-the-top*, the man who will say "Yes" or "No" to your proposition.

*Published Weekly on Thursday*

Penton Building

Member A. B. C.

Cleveland, Ohio

Member A. B. P.



**REVIEW**

Penton Publication

# How McQuay-Norris Company Makes Containers Help Selling Operations

Graduates the Eye-Appeal of the Container According to Quality and Price of the Product

**W**HEN the McQuay-Norris Company of St. Louis began merchandising its Leak-Proof piston rings it encountered among other things these three obstacles:

A piston ring as such has absolutely no eye-appeal. It is not seen, heard or felt. It is not even thought of except by persons who are well acquainted with motors—and not even by them until oil pumping or some other disconcerting thing calls attention to something wrong.

The installation of piston rings involves taking down the motor which is an operation the average person cannot accomplish.

Again why should a person insist on any particular kind of ring and how does he know his mechanic has installed it even if so instructed?

Plainly the proposition was one calling for the use of some clean-cut method of giving a merchantable identity to the piston ring. At that time piston rings were sold in bulk much after the fashion of screws, nails, nuts and bolts. A piston ring was only a piston ring so far as the lay mind could grasp it.

The McQuay-Norris people started out with an advertising campaign to put their piston ring over in an institutional way. They hammered away constantly on the general educational theme having to do with the loss of automotive power that came from leaky piston rings. This was a long drawn out process calling for much patience and faith. People had to be made acquainted with the function of the piston ring in satisfactory automobile motor performance. But the campaign had not gone a very long way before the company decided it was shooting in the air to an extent because of the piston ring's lack of identity.

To give its Leak-Proof ring such identity and also to impart to it that air of quality that might be expected to go with a ring of that price (it sold for \$1.50 as against 20 cents or so for the ordinary ring) the company enclosed each ring in an individual parchment covering and packed them in attractive containers.

"Then," says W. K. Norris, president of the company, "we advertised the containers to give them an identity also. In our advertising we reproduced the container in its original colors so that people could readily identify it wherever they saw it.

"This operated in a way to differentiate our rings from all others. We had something to advertise in a picture form. If we would put in a picture of a piston ring it would mean nothing, but in presenting the package the story is entirely different.

## SAME PLAN IS APPLIED TO OTHER PRODUCTS

"As we added other items to our line we gave them individual containers also, grading the containers in proportion to the quality and price of the product. Today our leading rings which sell for higher prices are the Leak-Proof and Superoyl. These are in very high-class containers and each ring is wrapped in parchment. Our Jiffy Grip ring on the other hand is our medium-priced variety. Hence the container, although attractive, has only about half the eye-appeal of the one enclosing Leak-Proof or Superoyl rings. Moreover each of these rings is packed in a glassine envelope. And then we have a popular-priced snap ring. The carton containing this compares in appearance with the Jiffy Grip container just about as that container com-

parcs to the higher-priced varieties. In this instance we do not wrap the snap rings individually but roll twelve rings in each carton in wax paper.

"When we acquired the business of the Wainwright Company, manufacturer of piston pins and pistons, we enclosed those items in attractive cartons also, thus establishing a new merchandising principle in that class of goods. Now we are merchandising bearings in individual packages.

"Our experience has shown us that the package can not only have a definite part in the selling operation but can be made to emphasize the relative quality of the article even though there may be several grades put out under the same name by the same firm. Using this graduated container system the advertising process is simplified immensely. It gives to our goods an eye-appeal that they could not have otherwise and thus imparts to our goods a definite individuality in the advertising pages and on the dealers' shelves."

## My "Printers' Ink" Dinner

NEW YORK, Aug. 23, 1923.

Editor of PRINTERS' INK:

I was in the mood for analysis when my copy of PRINTERS' INK came in this morning. I had been working on a proposition which required much digging in. So when your current issue was laid before me I picked it up—dismissed my business proposition, temporarily—and proceeded to analyze P. I. to see if I could determine what it was that kept it so peppy and interesting. And here is the result of that deliberation.

I likened PRINTERS' INK to a course dinner. The first article printed might be designated as the soup. Now sometimes I like soup and sometimes I don't. Frequently I just take a few spoonfuls. Well I tasted the soup and found it to my liking. I didn't take all of it, but I pronounced it good soup. Then I came to the fish course. Not at all bad. I'll eat that. Next I found a choice of entrées. Some heavy, with rich sauces. One or two indigestible—that is for me, not for others, and finally one good big slice of roast beef with trimmings which I devoured with great zest. That was the article on Henry Ford's 1924 advertising. I sat back and enjoyed that. It is a great thing for advertising to have Ford recognize that he needs the printed word to help him put over the spoken message. Seven to eight million dollars for twelve

months' advertising! Some appropriation, I'll tell the solicitors. I can picture the joy with which that item will be received by sellers of space. Yes, I thoroughly enjoyed the roast beef.

Now, with every well served dinner, there are certain little extras such as celery, olives, pickles and radishes. Small items, yet good as fillers in. My PRINTERS' INK dinner has them. A liberal assortment. Items of this or that advertising man, the development of a new advertising account, the opening of an agency, the birth of a publication and sometimes a sad note announcing the loss of some great figure in the advertising world, as for example the recent notice of the passing away of George Sharpe. Not easy to swallow that one. How we shall miss him!

What about a salad, well seasoned with the proper dressing? Take your choice. Our menu has them. Editorials pungent and appetizing. Fresh and crisp as lettuce pulled out of the garden when the morning dew covers it. No PRINTERS' INK dinner is complete without them.

And now we come to dessert. Again a wide variety is furnished. My choice is The Little Schoolmaster's Classroom. I always find a different number of items there to make it easy to get the thing I like best. Light desserts and heavy ones, all well cooked.

During the meal I am refreshed with bubbling, effervescent drinks in the form of advertisements. Once in a while, but not often, one of them will be somewhat "flat" but on the whole they are most refreshing.

In common with most dinners of the present day I carry something on my hip. In this case it is a flask filled to the top with that priceless bracer *Enthusiasm* and I use it whenever I need an extra "kick."

I have, as you see, taken everything from soup to—I came near saying nuts. And why not? Nuts can always be found in PRINTERS' INK. Witness the fact that I, myself, appear in this present issue.

Waiter, the check please! What, only \$5.00 and for a whole year's meals! I should worry about the high cost of living.

E. D. GIBBS,  
Advertising Director,  
NATIONAL CASH REGISTER COMPANY.

## Condon Advertising Agency to Become Condon-Milne Co.

The Condon-Milne Company, Inc., with offices in Seattle and Tacoma, has been formed by John Condon and R. P. Milne. The new business is a development of the Condon Advertising Agency, Tacoma.

Mr. Milne has been account executive at the Seattle office of the Botsford-Constantine Company for the last five years. Mr. Condon, president of the new organization, will manage the Tacoma office. Mr. Milne, who is vice-president and secretary, will manage the Seattle office. The change becomes effective September 15.

# New Clients waiting for Advertising Agency Service

Published by National Petroleum News in the mutual interest of advertising agencies and oil marketers. NOT a space-selling advertisement.

There is one wide-open market for agency service which today is very largely neglected.

More than ever before the oil industry needs effective advertising of its products *to the consumer*.

The big units of the industry have their advertising connections. They are outnumbered, however, by the scores of lesser institutions who, in the fierce present competition for business, need the best of advertising service. There are at least a thousand marketing companies in the oil industry who could and should invest from five to ten thousand up to \$25,000 a year.

In our editorial columns we are preaching to them their need for consumer advertising and are telling them that we are advising the advertising agents of the nation of their needs. In this way we are seeking to get an open door and an open-minded hearing for you when you call.

## Who Are These Prospective Clients?

They are the distributing companies who buy gasoline, kerosene, and lubricating oils in tank car lots, transfer them to storage tanks at "bulk storage stations" and distribute them by trucks, tank wagons, barrels and cans to garages, small stores, or their own drive-in filling stations for re-sale or direct to large buyers and to factories.

## What Is Their Marketing Territory?

Within a radius of 20 to 200 miles (or more) of their general office, according to the size and character of their business. Within this territory they are in hot competition with each other as well as with the Standard and other large companies, in some instances outselling the big fellows.

## What Can They Advertise?

Gasoline, kerosene, lubricating oils and greases for automobile and motor truck owners, farmers, factories, power plants, etc., etc.

## How Can They Advertise?

Through newspapers and other local publications, state farm papers, billboards, road-signs, posters, garage signs, leaflets and direct mail.

## Are They Sold On Advertising?

Some are and have for years carried on most successful campaigns. Others are less convinced that it is practical in their own cases and will need some fundamental explanations as to why it is not "expensive."

## How To Go About Finding Such a Client

Look over the list of oil companies in your city and neighboring cities. Pass up the branches of the big companies—they are cared for from headquarters. Drive around first and look over all the home town companies' headquarters but don't be misled by lack of paint or mahogany furniture in the offices. Many an apparently cramped and unpromising office is actually handling a yearly sales-volume considerably above that of manufacturing establishments of far more impressive appearance.

## How To Serve Him

Study his business. Study it intensively (we warn you) before you advise on campaign or copy. No ready-made plan will fit and you will only stub a toe because many a fact which, at first glance, seems to you an obvious ill, on further study will become an asset in your estimation. Ride out on his trucks—in your oldest suit of clothes, disguised as a helper. Crank a gasoline pump for a day at one of his filling stations and another day at some garage that he sells. Put in a trip or two with his salesmen—try a few sales for yourself. Then plan his advertising.

Gratuitous advice, this last, you may say. Yes—but well meant. We know the battle of this year's competition. We know how intensively the oil industry must work to show an earning on its twelve billion dollars of invested capital. We don't want either you or your client to make a mis-step.

If the opportunity as described interests you, we have just published a book, "*The Oil Marketer and Advertising*," and will gladly send you a copy. It explains the marketing system in detail, gives the high spots of the competitive situation, and shows by actual reproduction the wide variety of advertising media already in use in such campaigns. It is intended as a working basis for your further procedure. Write the home office.

Members:  
A. B. C.  
A. B. P.

### Offices

CLEVELAND - 812 Huron Road  
CHICAGO - 432 Conway Bldg.  
NEW YORK - 342 Madison Ave.  
HOUSTON, TEX. - 614 West Bldg.  
TULSA, OKLA.  
Bank of Commerce Bldg.



# Statistical Facts from the Government That Help Increase Profits

What the Aim of the Federal Government Is in Publishing "Survey of Current Business Conditions"

*Special Washington Correspondence*

IT is an astonishing fact that most of the business men of the country are allowing a vast fund of invaluable information to go to waste, so far as they are concerned. Their success depends on the accuracy of their foresight and judgment, and all accurate thinking must be based on facts; but comparatively few are using the most timely and valuable collection of facts ever compiled on the business conditions and trends of the country.

Although Secretary Hoover has said that this collection of facts should be read by every business man in America, and although a number of executives have acknowledged that it is most valuable in buying, selling and advertising their products, the document containing the compilation, published monthly as the "Survey of Current Business," reached its twenty-third number in July, with a circulation of only about 5,000 copies. One reason for this lack of appreciation is undoubtedly the nominal price of the Survey, with the belief of many that you can't get something of value for almost nothing; but it must be remembered that the dollar a year charged for the Survey by the Superintendent of Documents at Washington is estimated to cover only the cost of paper and printing. The expense of collecting and compiling the facts, totaling hundreds of thousands of dollars, is borne by various departments and bureaus of the Government.

Recently, Mortimer B. Lane, a special agent of the Department of Commerce and editor of the Survey of Current Business, said that the Survey, which is compiled by the Department of Commerce, is designed to present a picture, every month, of the business situation by setting forth the

principal facts regarding the various lines of trade and industry.

"Quarterly," he continued, "detail tables are published in the Survey giving for each item monthly figures for the past two years and yearly comparisons, where available, back to 1913. Then, because many statistics are valuable on account of their timeliness, advance sheets are distributed to those subscribers who request them.

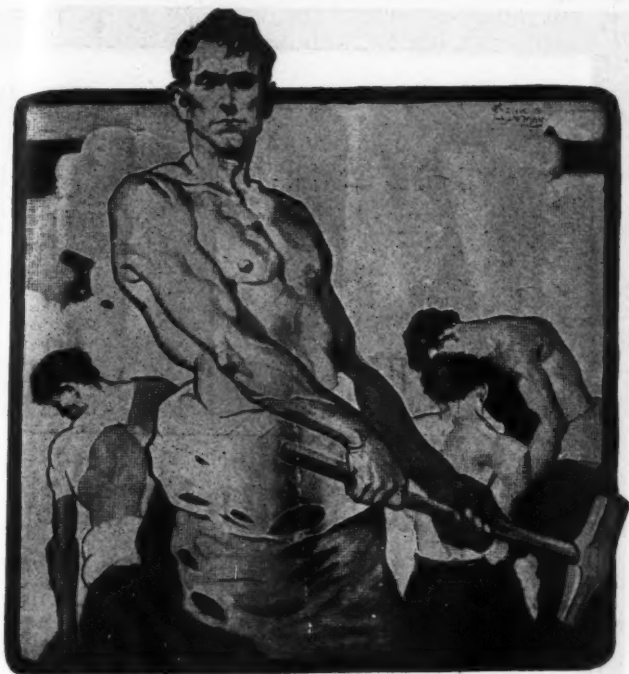
"It is our policy to present the facts, and we make no effort to interpret them. In no way does the Survey conflict with the various agencies and expert individuals who furnish specific information and interpret statistics for certain industries. In fact, I think that the Survey supplements everything of the kind and makes it more valuable for the average business man. Our work is to present each month the latest available statistics on the basic and important commodities, arranged in such a simple way, and illustrated so completely with charts, that anyone interested can readily understand them.

## A MONTHLY STATISTICAL SUMMARY

"In each issue we give a summary of the month, stating the productive activity, both generally and in various industries. The condition of stocks of commodities is also stated, as well as the trend of general wholesale and retail prices. Labor conditions are also briefly summarized, as well as the sales of mail-order houses and chain stores and the freight car loadings for the month.

"More specific information, presenting at a glance the most important business movements, is contained in the department of Business Indicators. Here, each month, we give nine small charts, which take as an index number





# Brute Power

**I**T'S the tremendous, persistent hammering of one Dominant Idea that welds sales. It is our firm conviction that every advertising campaign should be born of a Dominant Idea that fairly writes itself into vivid advertising—translates itself into aggressive salesmanship.



## M. Junkin Advertising Company

Five South Wabash Avenue, CHICAGO

# 7000



#### REPRESENTATIVES:

Chicago Office  
Rhodes & Leisnering, Mgrs.  
2003 Harris Trust Bldg.  
Central 937

St. Louis Office  
R. M. Saylor, Mgr.  
Century Bldg.

New York Office  
A. H. Greener, Mgr.  
116 W. 30th St.  
Room 1030

0000

**Paid in Advance  
Mail Subscribers**

**\$2.60 a Line**

(Milline Rate \$3.71)

**\$1460.00 a Page**

(Milline Rate Based on Page Rate \$2.40)

*The*  
**HOUSEHOLD JOURNAL**

**Batavia, Illinois**

**IRA E. SEYMOUR, Advertising Manager**

of 100 the 1913 monthly average, and show the four-year production of pig-iron and bituminous coal, cotton consumption, net freight ton-miles, values of exports, bank clearings outside of New York City and defaulted liabilities, also wholesale prices and the average price of twenty-five industrial stocks. Then, taking as the base of the index, the 1913 or the 1919 monthly average, when the former is not available, statistics for the two past years and for every one of the last twelve months are arranged in tables, which give a convenient basis for comparison of production, unfilled orders, stocks, prices, business finances, banking, distribution and transportation. These statistics cover the basic commodities, and they give an accurate reflection of the present general business tendency.

"Comparison of present wholesale prices with peak and pre-war prices is shown by a chart listing sixty-one items of farm products, foods, clothing, fuels, metals, building materials and miscellaneous commodities. Wholesale price comparisons for the past three months are shown by tables, and a chart illustrates the comparison of wholesale prices by groups for the past seven years.

"General business conditions for the previous month are reviewed and all of the salient developments explained and illustrated with tables and charts. Industries, transportation, labor, farm products, banking and finance and every available subject that influences the prosperity of America is treated in its present relation to business. Two charts that have attracted a good deal of attention show the relative production, stocks and unfilled orders in the basic industries and the production, stocks and wholesale prices in comparison with the 1919 average since January, 1920.

"The index numbers of production and marketing are given for general manufacturing and raw materials, the latter comprising forestry production, the marketing of crops and animal products and

the output of minerals. These index numbers give a picture of the course of the combined movement of each one of the great production groups. The trend of business movement presents a statistical summary of the monthly figures, and is designed to show the trend in all the individual industries and commercial movements. Facts concerning about a thousand separate items go to make up this department every month, and frequently we are able to give interesting statistical information regarding specific manufactured lines."

Naturally, this explanation of what the Survey contains suggested, to one who knows little about the practical application of facts of the kind to various business processes, a question as to just how such statistics should be used. In reply, Mr. Lane produced a large sheaf of letters from his desk, remarking that he and his staff were not in possession of the details of how the information of the Survey was being used, but they knew as a fact that business men were using it.

#### TESTIMONIALS THAT PROVE THE SURVEY'S VALUE TO BUSINESS

"Unfortunately," he said, "those who are benefiting do not take the trouble to tell us all of the story; but a number have written us that the facts presented by the Survey have proved of value in every department of their businesses, and we receive such messages nearly every day."

Among the first of the letters was one from an official of the Goodyear Tire and Rubber Company. "In our opinion," he wrote, "the publication of these figures is the most important step in our industrial life since the inauguration of the Federal Reserve System." Another letter, from the secretary of an important manufacturers' association, states, "I believe that this is one of the most valuable pieces of work which has ever been done by the Department of Commerce or any other Department of the Government, so far as it helps to give a picture of current business

conditions and the trends which may be expected in the future."

An official of an adding machine manufacturing concern wrote, "We find it very valuable," and another manufacturer stated, "I wish to express our appreciation of this new and valuable information, which I am sure will be welcomed by all active executives of American business."

All of the other letters, scores of them, carried similar assurances of appreciation of the Survey of Current Business. They were signed by executives of all kinds: bankers, officers of associations, economists, editors, university professors, and even by the chiefs of divisions of foreign governments. The Committee on Unemployment and Business Cycles of the President's Conference on Unemployment strongly recommended the use of the data in the Survey by business executives as a means of controlling the fluctuations in business and preventing such occurrences as the inflation of 1919 and 1920 and the consequent depression in 1921.

#### SURVEY BROADENS MANUFACTURER'S ECONOMIC OUTLOOK

"Let us take the case of an average large clothing manufacturer," Mr. Lane continued. "He carefully reads two or three of the publications in his trade and receives possibly a statistical service applied to his particular line of business. From this information he has a definite idea as to conditions in his own business and those lines which are closely related to it. To him the Survey will be of value in giving him a more definite background, a broader viewpoint and a more comprehensive knowledge of general business. In many instances it will confirm the information received from other sources and hasten judgments and conclusions. In other words, the Survey will complete and amplify his picture of present business conditions, and will give him convincing indications as to future conditions.

"The aid in buying materials of

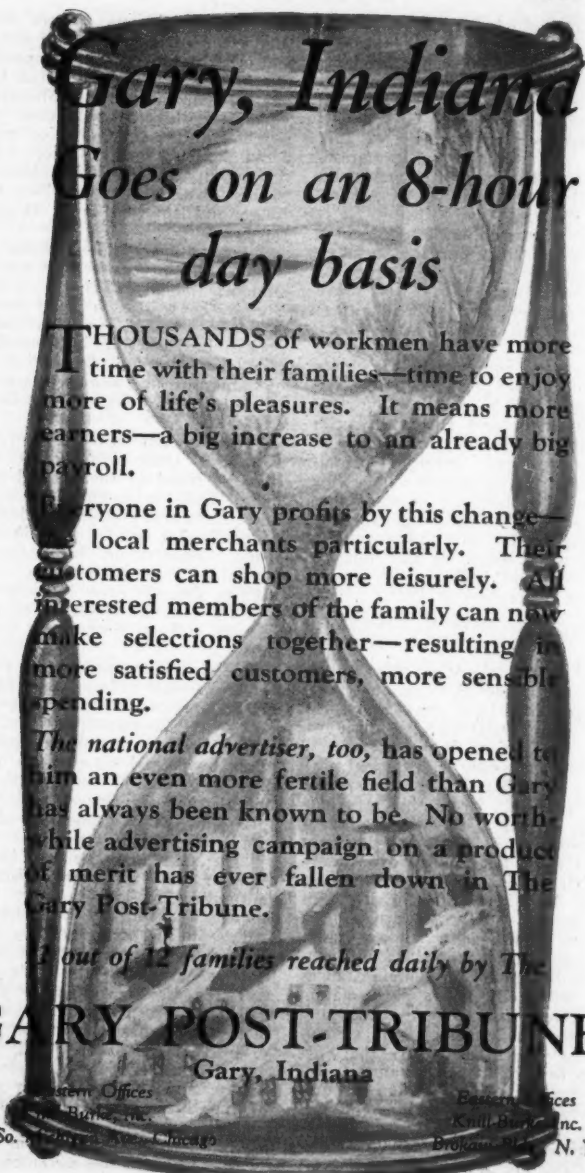
all kinds is obvious. From the supply and stocks on hand of wool and other products, with comparative figures, he will know when to buy for immediate needs only, and when it will be advantageous to purchase future supplies. Not only actual statistics on the subject, but the activity of industries similar to his own, will enable him to judge and forecast labor conditions.

"From comparing the records of his own business with the many statistical tables and charts of the Survey, he will be able to forecast the demand for his own goods. In marketing, by watching crop shortages and the activities of industries, he knows where and when to make his greatest selling effort.

"The statistics on the mail-order and retail trade will indicate to him the trend of the general demand and, in connection with other facts, will indicate the classes of goods that will be most in demand. Reports on the financial conditions, on investments and savings deposits will indicate to him the purchasing power of the country and its effect on his business.

"He will know whether to plan for an increase in business in agricultural regions, or to concentrate his space in those publications which circulate mainly in industrial towns and cities. He will also be guided in his advertising appeals, and the Survey will furnish him with interesting ideas and facts for his copy.

"The sales manager will know how to plan for more business and where to look for it. For instance, a surplus of unfilled orders in the steel industry will indicate that there is to be continuous activity in the mills and that the towns containing them will be prosperous for some months to come. Reports on general labor conditions will give him just as helpful selling information, and on almost every page of the Survey he will find facts that he can use in some way. He will find them invaluable in correspondence with his salesmen, for



# Gary, Indiana Goes on an 8-hour day basis

THOUSANDS of workmen have more time with their families—time to enjoy more of life's pleasures. It means more earners—a big increase to an already big payroll.

Everyone in Gary profits by this change—the local merchants particularly. Their customers can shop more leisurely. All interested members of the family can now make selections together—resulting in more satisfied customers, more sensible spending.

The national advertiser, too, has opened to him an even more fertile field than Gary has always been known to be. No worthwhile advertising campaign on a product of merit has ever fallen down in The Gary Post-Tribune.

1 out of 12 families reached daily by The

## GARY POST-TRIBUNE

Gary, Indiana

Eastern Offices

Knoll-Burke, Inc.

122 So. Wabash Ave., Chicago

Eastern Offices

Knoll-Burke, Inc.

Brooklyn, N. Y.

The following is a partial list of national advertisers using regular schedules in the Gary, Indiana, Post-Tribune:

Victor Talking Machine	Van Heusen Collars
American Tobacco Co.	Postum Cereal Co.
Columbia Graphophone Co.	Paige-Detroit Motor Car Co.
Kellogg Co.	Corn Products Refining Co.
American Radiator Co.	K. C. Baking Powder
H. Fendrich Cigar Co.	Hydrox Co.
Goodall Worsted Co.	Puritan Malt Extract Co.
Bell & Co.	Famous Players Lasky Corp.
Jas. S. Kirk Co.	Lambert Pharmacal Co.
B. & O. Railway	Battle Creek Food Co.
Anheuser-Busch	Quaker Oats Co.
Cleveland Automobile Co.	Palmolive Co.
Candler Motor Car Co.	Pepsodent Co.
United States Tire Co.	Packard Motor Car Co.
Goodyear Tire & Rubber Co.	Schoenhofen Co.
Fish Tire Co.	Liggett & Meyers Tobacco Co.
Graham Bros. Soap Co.	Nickel Plate Railway
Marvel Products Co.	S. W. Straus & Co.
Nash Motor Co.	Dodge Bros.
Moorehead Oil Co.	B. F. Goodrich Rubber Co.
Studebaker Corporation	Cluett Peabody & Co.
Marinello Co.	Standard Oil Co.
Rub-No-More Co.	Calumet Baking Powder Co.
Cornell Wood Products Co.	Wrigley's Gum
S. C. Johnson & Co.	Hudson Motor Car Co.
Hendee Mfg. Co.	National Carbon Co.

1 out of 12 families reached daily by The  
**GARY POST-TRIBUNE**  
 Gary, Indiana

Western Offices  
 Knill-Burke, Inc.  
 122 So. Dearborn Ave., Chicago

Eastern Offices  
 Knill-Burke, Inc.  
 Broadway, N. Y.

retail dealers are almost always interested in basic information, and the salesman who is equipped with such facts gives the impression of knowing his business and soon gains the reputation of being something of an authority.

"Roughly, that will give you, I believe, an idea as to how concerns use the Survey. In the field of advertising it seems to be particularly helpful. Several advertising agencies are using it and have commented on the value of the service. Occasionally they write us for specific information as to marketing channels; but, unfortunately, the Bureau of the Census never has collected figures on the various classifications of retail stores, but as the need for distribution statistics develops, undoubtedly comprehensive statistics will be collected in the future. At present, small beginnings in this direction are already visible, which we are making available in the Survey. However, we have complete statistics on occupations, nationalities and many other subjects which affect demand, and which are of interest to the advertiser, and we hope ultimately to have complete statistics on all phases of marketing."

In regard to using the information of the Survey for copy purposes, Mr. Lane mentioned that many campaigns were based on statistical information. He called attention to a recent campaign of the Portland Cement Association which ran in newspapers, and which not only reproduced charts from the Survey, but gave credit to the source in the copy.

Mr. Lane mentioned the many sources of the material published in the Survey and emphasized the value to business men of having in one publication all of the current statistics compiled by the various bureaus and departments of the Government. He also explained that the Survey contained figures compiled by certain associations and trade organizations, which were of great value to their respective trades. More trade associations are sending in their statistical reports to the Survey

of Current Business every month, as a means of giving publicity to the important industrial indicators developed by them in their respective fields.

"Evidently," he said "a great many business men think that statistics require a great deal of time and study to comprehend and apply; but those contained in the Survey are greatly simplified by the index numbers and we never have heard them criticized for being complicated. In all of the editing and arrangement we remember that the information is for very busy men, and that the only way in which the work can benefit American industry is by aiding the individual business man to increase his profits and establish every department of his business more firmly."

### Dairymen's League Has Peak Sales for June

The Dairymen's League Co-operative Association, Inc., Utica, N. Y., reports total sales of milk and milk products for June amounting to \$7,824,514, the largest in the League's history for any single month.

Sales of fluid milk to dealers represented \$5,431,378 of this amount; sales of fluid milk and skimmed milk handled in the association's plants totaled \$1,314,077, and sales of ice cream, evaporated and condensed milk, milk powder, butter and cheese manufactured in the association's plants, amounted to \$1,079,058.

### J. B. Boynton Joins "People's Popular Monthly"

James B. Boynton has been appointed a representative of the *People's Popular Monthly*, Des Moines, covering New England territory, but attached to the New York office and also working in New York territory with Clifford Pangburn, Eastern manager. Mr. Boynton was for three years with the sales promotion staff of the W. F. Powers Company, lithographers, at Boston and New York.

### Appoint Pacific Coast Representative

The Fargo, N. D., *Tribune*, the Aberdeen, S. D., *American*; the Miami, Ariz., *Bulletin*; the Bozeman, Mont., *Chronicle*, and the Miles City, Mont., *Star* have appointed Fred L. Hall, San Francisco publishers' representative as their Pacific Coast advertising representative.



*It's reasonable*

that a newspaper giving its readers the only Gravure, Magazine and Comic supplements in Kansas City—would enjoy maximum reading interest.

Advertisers know that Reader Interest is synonymous with Advertising Results.

*Publisher's statement to the A B C for six months ending Mar. 31, 1923*

**Mornings, 152,112**

**Evenings, 168,740**

**Sundays, 201,684**

# THE KANSAS CITY JOURNAL THE KANSAS CITY POST

**EDWIN O. SYMAN**  
Gen. Business Manager

**WALTER S. DICKEY**  
Owner & Editor

**J. MORA BOYLE**  
Advertising Director

REPRESENTED BY VERREE AND CONKLIN  
New York, Chicago, Detroit, San Francisco



Century Street Roller Bearing Company

# Printers' Ink Monthly

September, 1923

## TABLE of CONTENTS

SEVERAL PRODUCTS CAN BE ADVERTISED IN THE SAME ADVERTISEMENT .....	17	ADVERTISING'S FOURTH LANGUAGE—GRAPHIC PRESENTATION .....	39
By John Allen Murphy		By Richard Survey	
MARKING UP THE CALENDAR FOR SMALL-TOWN SALES WORK .....	19	FINDING AND TRAINING MEN FOR FOREIGN SELLING .....	41
By J. J. Witherspoon		By James True	
HOW STAMPAED OIL COMPANY OF INDIANA GOT 40,000 NEW STOCKHOLDERS .....	21	WHEN THE INDIVIDUAL ADVERTISER CAN PROFITABLY ADVERTISE AN INDUSTRY .....	43
By C. M. Harrison		By S. F. Berfield	
GETTING DEALERS TO USE YOUR BEST SALES ARGUMENTS .....	23	A SALES CONTEST WITH A VICEROUS FOLLOW-UP .....	48
By C. E. Lavender		By Arthur Lassus	
THE OTHER SIDE OF TURNOVER AND ITS EFFECT ON PRICES .....	25	HUMAN INTEREST IN CONTAINER WING JOBBERS' FAVORABLE ATTENTION .....	52
By Edward M. Skinner		By D. M. Hubbard	
SELECTING THE SELLING APPEAL .....	26	HOW THE FARM BOY INFLUENCES RURAL BUYING .....	55
By Richard E. Franken		By Roy Yarnall	
THE INCREASING IMPORTANCE OF NEWS-FLAVORED COPY .....	29	ADVERTISING THAT WRENCHES DEALERS' INTEREST IN SALESMAN'S STORY .....	59
By Albert Ericsson Haase		By Henry Burrows	
WENT MARTY DUTTON SPENDING 2 PER CENT OF REVENUE FOR ADVERTISING .....	31	A CHANGE OF NAME IS PUT OVER IN THREE WEEKS	64
By G. A. Nichols		FOUR INCIDENTS BUILT ON THE PRINCIPLES OF GOOD ADVERTISING .....	74
POP BALL ON BUYERS' OBJECTIONS .....	33	By Charles Austin Bates	
By Donald Argyle		YALE & TOWNE WINDOW CAMPAIGN SHOWS PROFITABILITY OF UNSELFISHNESS .....	84
ADVERTISING THAT MAKES SALES IN THE BUILDING FIELD .....	34	By Martin Hastings, Jr.	
By Don Grady		MAKES THE HARD CALLS FIRST .....	104
PROFIT-SAVING PLAN THAT HELPS BUILD QUALITY IN THE PRODUCT .....	37	By Anna Bradbury	
By Roy Dickinson		SPOTLIGHTING THE HIGHLIGHTS OF AUTOMOTIVE ADVERTISING .....	108
		By Monte W. John	
		CAN YOU TELL US? .....	122
		THE PED TYPER .....	132

Published Monthly by ROMER PUBLISHING COMPANY, INC.

JOHN IRVING ROMER, President; RICHARD W. LAWRENCE, Vice-President; DAVID MARCUS, Secretary and Treasurer.  
Office, 185 Madison Avenue, New York City, N. Y.

CHICAGO: Illinois Merchants Bank Bldg., Douglas Taylor, Mgr. ATLANTA: 704 Wayne Bldg., G. M. Ecker, Mgr. ST. LOUIS: Springfield Trust Bldg., A. D. McKinney, Mgr. SAN FRANCISCO: Exchange Bldg., H. C. Monaghan, Mgr. TORONTO: Lombard Bldg., R. M. Tandy, Mgr. Issued first of every month. Subscription prices: U. S. A., \$2.00 a year; 25 cents a copy. Canada and Foreign, \$3.00 a year. Advertising rates: Page, \$100; two-thirds page, \$75; one-third page, \$50. Smaller space, 25 cents a line.

## *For the men who formulate sales and advertising policies*

To increase sales, economically and efficiently, is the biggest job for the executive who has a part in formulating sales and advertising plans.

To give this executive concrete, easily applied help in his job is the idea back of the PRINTERS' INK Publications.

Increased sales depend upon a great many factors. Therefore, the magazine that is to be of real service to the executive must paint the whole picture—not a single phase. Its table of contents must be well rounded, not narrow.

Each issue of PRINTERS' INK MONTHLY contains more than twenty articles. Many of these are written by or are interviews with men who have formulated and put into effect remarkably successful sales plans.

Each issue of the PRINTERS' INK Publications endeavors to picture the whole field of selling and advertising—so far as possible in a single issue of one magazine.

The MONTHLY keeps you in touch with the latest developments in selling. It discusses the difficult problems that face the president, the vice-president, the sales manager, the advertising manager, and every other executive who is interested in selling. A single issue of the MONTHLY, as shown by the table of contents on the opposite page, is a complete unit in a complete service of sales and advertising help.

*Because it is well-rounded, because from month to month it covers an entire field and not a single phase, because it gives the executive the concrete help he needs in the most easily applied form, the MONTHLY has won the close attention of the men who count—the men who formulate sales policies*

## Printers' Ink Monthly

*An Illustrated Magazine of Sales, Marketing and Advertising*



# ETHRIDGE

## The Best In Advertising Illustration

The ETHRIDGE Company's Art Staff is the largest in New York City, and includes specialist in all branches of illustration, such as

Character Studies  
Landscapes  
Decorative  
Poster  
Retouching

Figures  
Lettering  
Cartooning  
Fashions  
Mechanical

COMPETENT ARTISTS are employed for every medium of illustration, such as

Pen and Ink  
Charcoal  
Oil  
Crayon  
Ross Board  
Etching

Wash  
Water Color  
Pastel  
Dry Brush  
Pencil  
Modeling

Phone, write or wire and our representative will respond immediately. Better still, call and look us over. A cordial welcome awaits you.

### ETHRIDGE COMPANY

25 East 26th Street, New York City

(Phones: Mad. Sq. 7890-1-2-3-4)

203 S. Dearborn Street, Chicago, Ill.



# Newspaper Advertisements Offered as Prizes in Dealers' Sales Contests

Franklin Automobile Company Hangs Up Pages and Half Pages as Awards to Successful Dealers

OFFERING an advertisement as a prize in a dealers' sales contest may not be an entirely new idea, though it possesses advantages that many advertisers do not appreciate. It is that peculiar kind of a prize that, like Portia's definition of mercy, may be said to bless him that gives and him that takes. In less exalted phrase it pays dividends to the giver as well as the taker and costs the taker nothing.

The Franklin Automobile Company, of Syracuse, inaugurated a sales contest for all its dealers covering a six-month period—the first six months of 1923—coming to an end on June 30. For the purpose of equalizing the competition, all dealers were divided into seven classes, according to size of territory, buying power, population and past performance.

The dealer delivering the most cars during the period of the contest wins the championship in his class. As a reward, the Franklin company pays for a full-page advertisement in that dealer's town, congratulating the dealer, over the signature of the company's president, H. H. Franklin, on that dealer's achievement.

For example, Ralph Hamlin, Los Angeles, won the Class A championship. Consequently the advertisement carried the following caption, "Congratulations to Ralph Hamlin," and a sub-caption reading, "Los Angeles leads all cities of its size in the sales of Franklin cars." The text of the advertisement read:

The record of Los Angeles and Mr. Hamlin is one of which we are proud. Leading all cities of its size for the six months ending June 30 is no small accomplishment, for during that time the number of Franklin cars bought throughout the United States greatly exceeded the highest previous record.

This country-wide evidence of popularity is a tribute to the outstanding road ability of the Franklin car—its finer riding and driving qualities.

Los Angeles, it bespeaks an additional confidence in Ralph Hamlin, his organization and the service he renders.

H. H. FRANKLIN, President,  
FRANKLIN AUTOMOBILE COMPANY,  
Syracuse, N. Y.

Mr. Franklin's signature is in facsimile.

The only illustration in the advertisement is a line cut of a Franklin Sedan under the signature followed by the words, "Powerful New Six Motor—Beautiful Body Designs."

Where the winners happened to be located in a town where the company is using several newspapers in its co-operative campaigns, the advertisement was run in each paper. Dealers finishing second in each of the seven classes won a half-page advertisement instead of a full page.

The company's idea in awarding newspaper space as a prize is that the local dealer's pride is a big factor in his success. Public acknowledgment of his success by the president of his company still further increases the pride of the dealer and his men in his dealership and enhances its value in the eyes of the community and among the members of the dealer's organization.

Supplementing the prize plan just described is another idea which has been worked out by the company to arouse still greater interest on the part of all dealers in striving for first and second place in the race that ended June 30. It is a sort of consolation honor for those dealers who failed to land either first or second prize. All dealers, in all seven classes, who made "first division" by June 30 were made members of "The Charmed Circle."

No publicity was given to this phase of the contest, but the idea aroused the interest of dealers to an unusual degree. The standing of all dealers in each of the seven classifications on May 25 was

taken and published to the dealer organization. Every dealer was shown his position and told that in order to be a member of "The Charmed Circle" he must land among a given number of the leaders of his classification on June 30. Only the first nine dealerships were counted in Class A, fourteen in Class B, twenty-two in Class C, fifteen in Class D, sixteen in Class E, fourteen in Class F and fifteen in Class G.

This supplementary idea injected a great deal of additional interest into the contest. Changes in position took place daily. A dealer competed with the man ahead of him or the man behind. If he could not overtake the man ahead he could at least make it hard for the man behind him to catch up to or pass him. A dealer might start on May 25 among the chosen number of leaders, but if he did not keep going, he lost out. On the other hand, it was possible for a dealer not counted among the leaders at the outset to work his way upward and break into "The Charmed Circle" by June 30.

### E. J. Herndon Joins "Arkansas Democrat"

E. Julian Herndon, for several years president of the Herndon-Johnson Advertising Company, Inc., Fort Worth, Tex., has disposed of his interest in that agency to join the *Arkansas Democrat*, Little Rock, Ark., as advertising manager. Mr. Herndon was at one time advertising manager of the Fort Worth, Tex., *Record*.

### Fuller Brush Reports Increased Sales

The Fuller Brush Company, Hartford, Conn., reports gross sales for July of \$1,226,218 against \$845,306 a year ago, an increase of 45 per cent. Gross sales for the first seven months of 1923 are given as \$8,269,330. Compared with \$6,170,052 for the corresponding period of last year, this represents an increase of 34 per cent.

### San Francisco Hotel Account for Wurts Agency

The Hotel Somerton, San Francisco, has placed its advertising account with the Harold C. Wurts Advertising Agency, also of that city. Pacific Coast newspapers will be used in a fall campaign.

### Bed Manufacturer Reaches Out for Larger Market

The Otis Bed Manufacturing Company, of Buffalo, after conducting a retail manufacturing business with a limited local distribution for forty-two years, has given up the retail end of its business, built a new factory and is now reaching out after a wider distribution through retail distributors.

The Otis company makes brass beds, mattresses and box springs and for years has made a specialty of renovating and rebuilding mattresses. About two years ago it began to sense a demand for its products outside of Buffalo and a sales department was established to foster this demand. At the present time the company has distribution among retailers throughout western New York and northwestern Pennsylvania. Newspaper space has been used in Buffalo to announce the company's change from a retail to a manufacturing business. Copy is now being prepared for a fall campaign in Buffalo and Rochester.

J. Jay Fuller, Buffalo advertising agent, is directing this campaign.

### Ralph L. Polk Dead

Ralph Lane Polk, founder and head of R. L. Polk & Company, directory publishers and compilers of mailing lists, died at St. Paul, Minn., on August 21 at the age of seventy-three. Mr. Polk started the directory publishing business at Indianapolis in 1869. The following year he moved to Detroit, where he started publication of the "Michigan State Gazetteer and Business Directory."

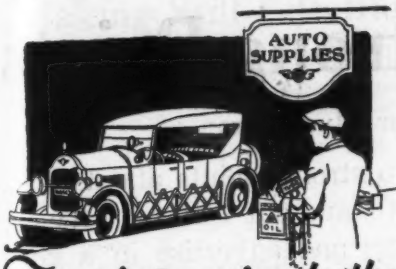
His interests in this direction expanded to some 500 city, State and special directories, with branch offices at the present time in forty-eight cities. He was at one time president of the Association of North American Directory Publishers.

### Fall Campaign for Armstrong Linoleum

The linoleum division of the Armstrong Cork Company, Lancaster, Pa., plans a six-week campaign starting September 24. The schedule calls for 181 newspapers in 98 cities, using no space of less than a quarter page. Dealers, in business-paper advertising, are advised to hold a "Linoleum Week" in October when prospective customers will be cleaning and brightening up their homes for winter.

### California Prune & Apricot Appropriation Increased

The advertising appropriation of the California Prune & Apricot Growers' Association, San Jose, Cal., has been increased \$100,000 over 1922. The 1923-24 advertising will largely feature the drop in the price of apricots. Schedules are now being prepared by the Honig-Cooper Company, Inc., San Francisco advertising agency.



## First Advertise to the Biggest Buyers!

**D**ISCRIMINATE! It pays to choose only actual buyers.

Discard the pedestrian. Demand 100% motorists—with not a single wasted circulation figure. Go still stronger and advertise to 100% motoring tourists!

It is the tourists who spend most money on their cars. They must have more accessories than the city drivers. They wear out more tires—use more gasoline and oil—buy cars more frequently.

Reach them in 1924—100,000 or more—and keep your advertisement before them for 2½ years (average life per copy) through the Automobile Blue Books.

The \$3 price insures quality, interested readers. Ask us for more of the facts.

## Blue Book facts

Over a million dollars has been spent to earn the Blue Book's name as the Standard Touring Guide of America.

The Blue Book costs \$3. The price automatically eliminates waste circulation. Only tourists with money to spend use the Blue Book.

Published in four vols., one for each section of the country, your advertising can follow your distribution.

Remember that the Blue Book owner's car is his temporary home. He also needs razor blades, baked beans, soap and clothing.

The "Getting Ready for Your Tour" Section advises what accessories are required for a tour. Advertising space next to reading in this section is available.

# AUTOMOBILE BLUE BOOK

*Standard Touring Guide of America*

1036 W. Van Buren St., Chicago.

# Two Strong Points

¶ From one of our advertisers:

¶ "There are two strong points about THE ROTARIAN that stand out with us. We are national advertisers and advertise in a good many Magazines, but find that the inquiries leading into sales from your Magazine exceed possibly all of our other advertising mediums, in the form of magazine advertising combined.

¶ "A still more important and valuable condition has been determined. We find that in going over our accounts that Rotary Clubs and Rotarians as individuals pay their bills more promptly than do any other organization with which we deal. This is rather difficult to explain. We only know that it is a fact that exists and these figures have been obtained from thousands of accounts per year which we have with various organizations and individuals."

## THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

Eastern Representatives  
Constantine & Jackson  
7 West 16th St., New York

CHICAGO

Mid-West Representatives  
Wheeler & Northrup  
1340 Marquette Bldg., Chicago

Advertising Manager, Frank R. Jennings, 221 East 20th Street, Chicago

Subscription price: \$1.50 in U. S., Newfoundland, Cuba, and other countries to which minimum postal rates apply; \$1.75 in Canada; \$2.00 in all other countries

Published Monthly by Rotary International



# Making Still-Life Illustrations as Interesting as Figure Work

Inaction as Opposed to Action and Human Drama as the Pictorial Feature, with Nothing Lost

By a Commercial Art Manager

IT has been claimed, any number of times, that advertising illustrations which do not contain human drama, human interest, figures in action, are far less attractive to the public than those which teem with people and events.

When such assertions are made we always remember the incident of the famous playwright and dramatist who made a wager that he could write a scene wherein no figures at all appeared for a lapse of two minutes, yet which, because of resourceful stage settings, would hold the audience.

The stage picture is even now memorable. It was the interior of a little cottage along the New England Coast—the home of a one-time whaler. This shrewd dramatist and stage director so skilfully constructed his setting that the audience did not miss living figures at all. In fact, when they did arrive, they came as somewhat of an intrusion.

There were innumerable pictorial lures, from the models of ancient vessels, to the vista through an open window, with its flood of sunshine. Every detail of that stage picture was correct and true to life. People—the characters in the play—could be visualized by means of their living environment. It is said that the very books in an ancient library, although their titles were not readable at that distance, held something of characterization. It was a living scene, despite the absence of humans.

The modern still-life illustration approximates such an ideal of composition and basic idea. It is not necessary to show people to suggest them or to give an intimation of human drama.

Just what elements in a "still-life" supply this missing in-

gredient? Why is it that some still-life studies are deadly, uninteresting, while others hold the attention and leave behind them no eagerness to find action, character, so-called "human interest"?

One of the most successful of our modern painters of still-life, for advertising purposes, covers the subject rather completely by laying out rules for himself. And these rules are "musts"; they are things which are compulsory when planning the illustration.

## HOW TO OBTAIN "SUSPENDED IMAGINATION"

Here is his modest summary of the situation:

"Inanimate objects should be so arranged, so placed, so composed, that they look as if someone had just left them or used them or placed them there. By means of little tricks of placing or composition, suggest that action is either expected the next moment or has just ceased.

"An example of this idea of 'suspended animation' is a cooking range, with several pots and pans cooking over the flames and steam arising. If you place some potatoes, partially peeled, on a nearby table, or if you show a woman's apron thrown carelessly across the back of a chair, you immediately introduce action by indirection. Someone has been, and still is, at work, over that range. It has merely been halted for a moment. Imagination instantly recreates the figures and supplies the missing characterization.

"Light is action! The poorly lighted subject is very sure to be dull to the eye. Throw wide a window and allow the sunlight to pour through. Light a lamp or pour moonlight into the composition. Provide a light with its attendant shadows and reflections



## Why not interest the consumer, too?

If the average copy man should write the same sort of material for consumer publications that he cheerfully okays for an expensive motion picture, he would look through the "Help Wanted" columns the next day.

Visualize, if you like, our leading weekly, with page after page of advertisements showing factory interiors, and the product in its raw state! Or pages of "The Romance of This" and "The History of That."

All this is interesting for the owners of these institutions, and flattering, too, but it wouldn't be taken very seriously as consumer copy.

The motion picture can create the desire to buy! Why be content with less? Why not regard the readers, or audiences, as consumers—instead of as students or factory visitors?

Our knowledge of the consumer angle of motion pictures is at your disposal. If you are thinking of "movies" let us talk over some of the problems you will meet! No obligation, of course.

## THE SCREEN COMPANION

A MAGAZINE ON THE SCREEN

DISTRIBUTED NATIONALLY TO  
NON-THEATRICAL AUDIENCES

TELEPHONE,  
GRAMERCY 2661

71 WEST 23rd STREET  
NEW YORK



NEW HAMPSHIRE STATE CAPITOL AT CONCORD

## ACTUAL SALES EXPERIENCE—

according to our standards of service—is just as essential to satisfactory, profitable advertising as is a knowledge of copywriting, media or any of the other mechanics of the so-called art.

In building up this organization we have always sought men with sales experience, because, to sell successfully through the printed page, a man must have had first-hand experience in selling in person.

The advertising department—as we work with clients—is an integral part of the sales organization. If that suggests to you that we have a common ground to start from, we'd like to discuss it further. As a preliminary to our interview let us send a copy of our booklet, “. . . then go ahead.” It tells you something of ourselves and explains our policies and methods.

## WALTER B. SNOW *and* STAFF

### *Advertising*

*Charter Member of American Association of Advertising Agencies*

60 HIGH  
STREET



BOSTON  
MASS.

"Then came the genius at still-life painting. By suggesting the 'cold sweat' on the outside of the glass—and nothing more, he gave that glass of orange juice life—it became a thing of action. You instantly felt that the drink was very cold, that it had just been served and made up. Those trickling drops on the outside of the glass animated a still-life, an

true. An atmosphere of interest and aristocracy can be given a plate of beans or a tuna fish salad, by introducing the very latest thing in china, in table spreads, in silverware, in flower-holders, in furniture, in tapestries, in clocks, in wallpaper.

Still-life misses a great opportunity when it is wholly selfish and when it insists upon picturing only its own interests.

People have grown to associate nice things to eat with nice service and environment.

One advertiser claims that he made a radical decision in the advertising of his foodstuffs, in still-life, because of the remark of a lady friend:

"I would rather have a chicken sandwich at a very nice place," she said, "with perfect service, spotless linen, fine china, the best silver and an atmosphere of refinement around me than a full-course

dinner under just the opposite conditions. A cup of tea in a dainty thin china cup tastes three times as good as tea in a heavy, sullen cup."

Color, of course, has made the still-life advertising subject many times more valuable, but the black-and-white rendering is not to be despised. As in everything else, the idea and the handling means so much—means everything, in fact.

But what is meant by "an idea" in the presentation of still-life illustrations? Suppose we select some examples from current advertising.

Sunkist lemons wish to tempt the palate with a suggestion of the delights of a glass of iced lemonade. And it is carefully figured out that human interest would not help very much. It has been done so often. Why not, then, just concentrate upon the brimming glass, the straws, the slices of prime lemon? Considered alone, this would not make



ARRANGEMENT INDICATES THAT SOMEONE HAS JUST LEFT AND MAY BE MOMENTARILY EXPECTED BACK

inanimate subject. A little thing, but a very important one."

We are reproducing, in this connection, a halftone, black-and-white picture of a Crosse & Blackwell still-life. At first glance it might not be obvious just why such an illustration makes "good advertising" for poster and general magazine use. The ingredients are homely enough—some bottles and the "makings" of a salad.

True, the technique is above reproach. And the artist, in this painting, has shrewdly suggested people and movement. The sliced eggs, the poised knife, the half-finished salad—all of these are essentials of shrewd reasoning in a subject of this kind. Someone has been making a salad. She will be back in a moment.

The power of the still-life, as used in advertising today, is almost wholly dependent upon the willingness of the advertiser to "advertise something else." This may sound paradoxical, but it is

a very "exciting" picture for an advertisement.

And so Sunkist shows the glass on a table on the porch of a country club facing a lake. It is very large, and right in the immediate focus of the eye. As a background, sailboats in a regatta are introduced. But there are no figures.



### Summer Suppers

which millions now enjoy—invented by Professor Anderson

Consider how much Puffed Wheat means to you and yours in summer.

Here are robust grains simply prepared. They are puffed to airy lightness. A glass of lemonade, a bowl of Puffed Wheat is a food combination, light, crisp and healthy.

They make the table dish as delightful that children eat with abandon. And they should.

These capital grains

These grains mean complete. They are called in grains, often served for as here in hearty soups. The light, nutty, nutty-sweetened food will be a dish of deliciousness.

**Quaker**  
Puffed Wheat.

When the grains are hot, over 125 million steam explosions are caused in every barrel. Thus the food cells are broken for easy digestion. This is the best-cooked wheat food in existence. That's why Puffed Wheat is so liked at night.

It makes—sometimes—breakfast. Puffed Wheat supplies a needed source, including calcium, iron and phosphorus. Consider this food table for the table of meals.

It supplies the brain, so essential to good health. The milk and wheat supply the vitamins—all these. Wheat and milk are two food children should eat in plenty. Here they are made more inviting than they ever were before.

Think how satisfying. Think of wheat grains puffed to golden state, as fluffy as cornflakes, as hearty as oats. Here they are made hearty. Here, for luncheon and supper, for cream soups.

It makes. If you think wheat, think of Puffed Wheat, with good for children, make them something to think about.

They Add to Supper. Let your table be as good as the table of the Quaker. The Quaker Cereals Company.

**Quaker**  
Puffed Rice.

HUMAN FIGURES NOT NEEDED IN SUCH AN ILLUSTRATION

This we would consider an enlivened and spirited still-life, where two factors are embodied. Background accessories are very important in pictures of this character. "There is a sea-breeze refreshment in a glass of lemonade" states the caption—and all is well.

Credit is due the type of illustration in still-life which is now being used for Quaker Puffed Rice. These illustrations admirably visualize the point we wish to make.

"Summer Suppers" is the caption. The copy treats of the common sense of the simple, frugal meal, when the hot period is on, and very light meals suffice. And so, the great dish of Puffed Wheat

is placed in the foreground—life-size, as it were. Porch doors have been thrown open. There is a vista of garden and the sky and a crescent moon and stars, and it is all very beautiful, restful, pleasing to the eye. In fact, figures would very much disturb its tranquillity.

Of such ingredients are the more successful still-life studies made. They are imaginative without the need of characters and moving people. They are animate while they are inanimate. It's all a matter of the power of suggestion, and advertising has discovered that people to-day want something left to this same imagination.

The reader himself supplies the action.

### Brunswick Tire Corporation Organized

The Brunswick Tire Corporation has been organized to take over the tire business formerly conducted by the Brunswick-Balke-Collender Company. The latter company will continue to exercise control through ownership of common stock. As previously reported in PRINTERS' INK, the manufacture of Brunswick tires will be carried on in the Akron factories of the B. F. Goodrich Company. Sales of the new corporation will be handled by

R. McTammany, formerly of the Goodrich company. E. H. Brandt, formerly with the Brunswick-Balke-Collender Company's tire division has been appointed assistant sales manager.

B. E. Bensinger is president and H. F. Davenport is vice-president of the new company. They are president and secretary of the Brunswick-Balke-Collender Company respectively. The Brunswick Tire Corporation is, however, a distinct and separate organization, according to officials interested, and will function independently. The delivery of tires from Goodrich warehouses is declared to be temporary.

Noel S. Dunbar, recently sales and advertising manager of the Motor Master Corporation of Chicago, has joined the Western staff of Dorrance, Sullivan & Company at Chicago. He was also at one time sales manager of the Nickel Fabricating Company, Phillipsburg, Pa.

THE sound-  
ness of those  
standards of  
service to which  
we have always  
adhered is re-  
flected in the per-  
sistent growth of  
this organization



McCutcheon-Gerson  
Service

ADVERTISING

64 West Randolph Street, Chicago  
21 Park Row, New York

# New Orleans States continues to lead in Department Store Advertising

For the six months ending August 1, 1923, The States led all three New Orleans papers in Department Store Lineage. Figures as follows:

**The States 1,347,832**

The Times-Picayune 1,342,221

The Item - - - - 1,221,708

The States is the fastest growing newspaper in the South and it is bought and read more eagerly because of its clever make-up and striking news features.

## NEW ORLEANS STATES

**J. L. EWING, Advertising Director**

*Eastern Representatives:*

**S. C. BECKWITH SPECIAL AGENCY,**  
World Bldg., New York

*Western Representatives:*

**JOHN M. BRANHAM COMPANY,**  
Mallers Bldg., Chicago



## Broader Distribution, Theme of Automotive Convention

The Motor and Accessory Manufacturers Association has completed its program for the fall convention which is to be held at Boston, September 19 to 22. The names of the members of the general program committee were announced in the August 9 issue of PRINTERS' INK.

W. O. Rutherford, vice-president of The B. F. Goodrich Company and president of the association, will preside at the afternoon session on September 19. The theme of this session, "Widening the Market for Automotive Products" will sound the keynote of the convention.

The evening session on September 19 will be devoted to "Widening the Market for Automotive Products by Developing Jobber Distribution" with B. M. Asch, president, Asch & Company, as chairman.

At the morning session on September 20, A. H. D. Altrec, vice-president, American Bosch Magneto Corporation, will be chairman and the topic will be "How to Sell More and Lose Less." E. P. Chalfant, chairman of the Gill Manufacturing Company, will preside over the afternoon session which will be devoted to the subject of "Selling the World American Motor Transportation."

Advertising problems of the automotive industry will receive the attention of delegates at the afternoon session on September 21. The topic of this meeting will be "How Advertising Can Help Sell More Automotive Products." This meeting will be presided over by E. W. Clark, advertising manager, Clark Equipment Company.

H. W. Slauson, engineering service manager, Kelly-Springfield Tire Company, will speak on "Are We Properly Meeting the Need for Improved Traffic Conditions?" Other topics which will receive consideration from speakers not yet announced, are: "How Better Brake Equipment Can Sell More Cars," and "How the Advertising of Motor and Accessory Manufacturers Association Members Can Help the National Automobile Shows."

An important feature of the convention meeting will be discussions on the relation between railroad transportation and the automobile industry. Gerrit Fort, vice-president, Boston & Maine Railroad, will be among those who will speak on this subject. He has chosen as his topic: "How the Railroads Are Preparing to Move the Product of the Automotive Industry."

## Overall and Uniform Accounts for Cincinnati Agency

The advertising accounts of the Kay Mills Company, distributor of overalls, and the Fechheimer Company, manufacturer of uniforms, both of Cincinnati, have been placed with the Gordon Marx Advertising Agency of that city.

This agency also has obtained the account of the M. H. Tyler Manufacturing Company of Muncie, Ind.



# "PUNCH" ALMANACK 1924

*Published on November 5th next*

To Advertisers of High-Class Goods and Service in Great Britain the ALMANACK offers, beyond question, the best value obtainable amongst the various Christmas publications.

Three-fourths of the total available space in the forthcoming issue is already sold, including all special positions and tri-colour pages.

Those advertisers who have not yet booked the space they require should send in their orders, either direct or through their Agents, without further delay.

MARION JEAN LYON

Advertisement Manager "PUNCH"  
10, Bonverie Street, E.C.4.

England

"Punch" Office July 20th, 1923



# Getting Clerks to Tell You How Much They Know

E. C. Atkins & Company Run an Unusual Contest in Business Papers

By W. B. Edwards

**W**HAT do the sales people of your retailers know about your merchandise? Are they, as a class, capable of passing a simple test of their knowledge in this respect? Are they sufficiently acquainted with your product's features and uses to make an intelligent sales presentation?

These are important questions. The manufacturer, so situated as to be capable of replying to them to his own satisfaction is fortunate indeed. But how is one to secure this information? The manufacturer's sales organization might help to a limited extent. But entire dependence could hardly be placed on the road men. Nor would it do merely to ask clerks to volunteer some indication of their understanding of the line. Such an invitation would not meet with a wide response.

Yet, despite the apparent difficulty of obtaining the data, to refrain from inquiring into this phase of merchandising is likely to cause an eventual slowing up in sales. The retail clerk is an important, if not the most important, link in the selling chain. When he is quite ignorant of the goods he hands out over the counter he acts as a serious sales impediment.

For these reasons the 1923 campaign of E. C. Atkins & Company, Indianapolis saw manufacturers, is exceedingly interesting. The advertising is appearing in the hardware business papers. Copy is to run weekly. A bulletin layout style is employed.

The basic plan of the campaign is a contest which will run throughout the year. Hardware clerks are asked to write letters to the company on the subject: "When Selling Atkins Saws I Say to My Customers—" Letters must be submitted on a dealer's letterhead. Contributions must be

confined to an explanation of what the clerk says to a customer when selling an Atkins saw. The letter may be in the form of a monologue between the clerk and the customer or just a straight sales talk. Every letter accepted for publication entitles the writer to a check for ten dollars. Moreover, everybody submitting a letter receives some substantial token of the company's appreciation of his effort.

The campaign began with the first week of the present year. The copy announcing the forthcoming contest was headed, as are all following advertisements: "Atkins Saws Sales Service," after which appears the phrase, "Ideas That Sell Saws." An introduction offered this explanation:

In our series of advertisements to appear each week in this publication this year we are going to try to give hardware dealers, hardware salesmen and everybody else interested in the sale of Atkins Silver Steel Saws, "Ideas That Help Sell Saws." You will notice that we have headed our advertisement in that manner.

We intend merely to offer suggestions that have been successfully used by other hardware salesmen and dealers. We figure that the more you know about Atkins Saws, the more you will sell. If you have an idea, send it to us in the form of a letter, and possibly you will be one of the winners in this contest.

Each week we will illustrate and describe some saw so that you will know the talking points on that particular tool. All the winning letters we publish always contain many good ideas—read them.

We want to help you sell more Atkins Saws.

From this it will be seen the plan of the advertising falls into three classifications. First, there is the prize contest to encourage letters from retail sales people explaining how they sell Atkins Saws. Second, is the publication of these letters. Third, is an illustrated description of a saw. In addition, if any space remains it



## Do you ever think of—paper?

**D**O you really know what kind of paper you are using for your letterheads, inter and intra office stationery, business forms of all kinds, announcements, folders, etc.?

Are you spending hundreds of dollars each year for paper without knowing—definitely—that you are buying *the right paper* for the use intended?

On the next job, ask your printer, stationer or lithographer to submit samples of Danish Bond. It is as fine a paper as anyone could wish for, yet surprisingly moderate in price.

Keep the name in mind when you're thinking of letterheads, envelopes, office forms, business stationery of all kinds.

# DANISH BOND

ONE OF THE LINE OF PAPERS WATER-MARKED DANISH

Made in the hills of Berkshire County by the

B. D. Rising Paper Company



Housatonic, Massachusetts

## Under New Ownership

But the same Editorial and Business Management which has made

# Rural Life

*and Farm Stock Journal*

a power in the higher development of Agriculture and the Betterment of Farm Life in general, during a period of 42 years, in New York State, as well as all the way from Northern Maine to North Carolina in thousands of the Best Rural Homes to be found anywhere, to the number of

**51,663 Net Paid Monthly**

(A. B. C. Audit)

ADVERTISERS have always found Rural Life's Quality Circulation at

**35c. per agate line**

**A WONDERFUL BUY**

Exclusive Washington Information Service and Added New Features are improving RURAL LIFE right along—and that's what arouses the best advertising response from our interested readers. TRY IT OUT AND YOU'LL STICK.

**ERWIN L. TUCKER, Publisher**

(Succeeding The Post Express Printing Co.)

**8 North Water St. Rochester, N. Y.**

Eastern Representative :

THOMAS H. CHILD, Fuller Building, New York City

Western Representative :

HARRY R. FISHER, Mallers Building, Chicago, Ill.

is filled with a message from one of the company's officials, with a practical selling idea that may be described in a few words and similarly helpful information.

On January 9, five days after the campaign began, fifty letters had been received. Since then the number has increased proportionately and the company feels it has hit on a contest idea which is sufficiently interesting to hold attention for an entire year without loss of enthusiasm.

T. A. Carroll, of the Atkins company, explains the purpose of the contest in this fashion: "It is our aim to interest the dealer and his clerks to the extent that they will write letters on the subject: 'When selling Atkins saws I say to my customer——.' The writer is to bring out the features which he finds in our selling helps. This literature appears under the following titles: 'Pointers,' 'Saw Sense,' 'How to Sell a Saw,' and 'How to Care for and Use Cross-Cut and Hand Saws.'

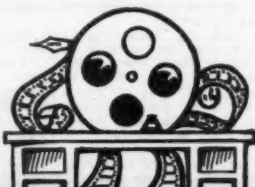
"We feel that the hardware salesman who sells saws will be much benefited by the knowledge he receives from our literature. The one question is: Is he using the material? We are going to find out how much he knows about Atkins Saws by putting up a prize of ten dollars each week for the best letter."

Here is the letter submitted by the first winner. His name is Luther Harbin, and he is with the Gadsden Hardware Company, Gadsden, Ala.:

"HOW I SOLD AN ATKINS SILVER STEEL CROSS-CUT SAW"

In 1918 anybody could sell goods. All you had to do was show the article, name the price and the sale was made. The customer would plank down the money, you'd wrap his package and away he would go. But times are different now. These are the days when "real salesmanship" counts and when quality merchandise plays a big part in landing sales. Seventy-five per cent of our trade is with farmers and lumbermen, so naturally they use a lot of saws.

A few days ago I came in contact with a farmer who said he wanted to buy a cross-cut saw. I showed him an Atkins Perfection and named the price, and he said, "Oh! That's too much, I don't want to pay that much for a saw. I want a cheap saw." He said, "We farmers have had a hard time for the past three years, the boll weevil has



## FILM HEADQUARTERS

HERE YOU WILL FIND EVERYTHING PRETAINING TO THE USE OF MOTION PICTURES IN BUSINESS.

EVERYTHING FROM PLANS AND IDEAS DOWN TO THE MOST EFFECTUAL USE OF FILMS, WHETHER IT BE DISTRIBUTION THRU THEATRICAL OR NON-THEATRICAL FIELDS.

**BOSWORTH, DEFRENES & FELTON**

PRODUCERS AND DISTRIBUTORS  
WILKES-BARRE, PA.

## The Billboard Weekly

AMERICA'S FOREMOST

THEATRICAL DIGEST

### The PUBLIC EYE

Is always on the actor.

Almost unconsciously the masses copy his tastes.

Sell to the actor and you sell to the world.

NEW YORK

1493 BWAY. BRYANT B470

CHICAGO CINCINNATI

35 SO. DEARBORN 25 OPERA PL.

eaten up nearly everything we made, and money is scarce."

I said, "I know you can buy a cheaper saw, but you only get what you pay for in cheap merchandise," I said, "When you buy a cheap saw, you get a cheap saw. Why not pay a little more and get a saw that is backed by a guarantee, a saw you can depend upon and a saw that is nationally known and is used by thousands of farmers and lumbermen throughout the country?" I further stated that no better material than Silver Steel was ever put in saws, and Atkins Silver Steel Saws would last longer, cut easier and faster, and hold their edge longer than any saws made. I said, "It not only saves you money in the long run, but a lot of unnecessary toil and worry, and you have the satisfaction of knowing that you have a saw that can be depended upon, and if it is not all right, it will be made all right."

He said, "I guess you are right, but that is more than I was expecting to pay for a saw." I said, "Take this saw and use it for six months and if you are not satisfied with your purchase, come back and get your money." I knew he would never come back except as a satisfied customer, and we count satisfied customers our store's best advertisement. The sale was made and he got value received for his money.

If a man has confidence in himself and in the goods he is selling, he can use much more convincing sales talks if he knows the quality of the merchandise he is selling will back up his statements, and if he is selling Atkins Silver Steel Saws he can't say too much for them. It's not so hard to sell a man that has already made up his mind to buy, but the uncertain ones are the ones that need to be told in a convincing manner how they can save money, time and labor by buying quality merchandise. Atkins Silver Steel Saws are quality merchandise, and at a fair price. Those who know insist on Atkins.

Perhaps the most commendable feature of the plan is its simplicity. It operates in this fashion. The contest induces dealers and clerks to write the company telling how they sell saws. This furnishes an index to the use retail distributors are making of the company's educational literature and the efficiency of their sales presentations. The best letters are published and in that way practical ideas passed on to where they will do most good.

In this connection it is well to remember that a frequent complaint of retailers is that literature sent them by manufacturers is sometimes written without a knowledge of local selling conditions. When the sales ideas originate with dealers this argument falls flat.

## Advertises Precepts for Dealers

Jahnkeles (pronounced John Kelly's), New York, men's clothing, bases its business-paper copy on endorsement of the views of President Voiland of the National Association of Retail Clothiers, who says: "Retailing has become so competitive that only the merchant who studies his business may hope to survive. I strongly urge that every retailer pay attention to the following vital details of merchandising:

- (1) The use of the budget system of buying.
- (2) Elimination of overbuying.
- (3) Education of salesmen.
- (4) Less superlative and more honest advertising.
- (5) Co-ordination between retailer and manufacturer.
- (6) Elimination of all unnecessary expense."

The point is made that "the merchant who studies his business will realize that he must handle the 'John Kelly' line."

## Are These Slogans Original?

LISTERATED GUM CORPORATION

NEW YORK, Aug. 20, 1923.

Editor of PRINTERS' INK:

In outlining a campaign for our new Orbit Gum, we plan to use the following three slogans: "Used in the Best Circles"; "The Universal Chew," and "Good for the Molar System."

Their publication by you may help us to learn if they are exclusive with us.

LISTERATED GUM CORPORATION,

W. B. NESBITT,  
President.

## New Campaign for Blue Ribbon Peaches and Figs

The 1923-24 advertising appropriation of the California Peach & Fig Growers, Fresno, Cal., Blue Ribbon peaches and figs, has been placed at \$150,000. This figure represents a 25 per cent cut from the 1922 appropriation of \$200,000 and is due to a lower goods valuation. The new appropriation is based on 2½ per cent of the volume of business done by the association in 1922.

## C. H. Bauer, Sales Manager, Mifflin Chemical Corporation

The Mifflin Chemical Corporation, Philadelphia, manufacturer of Alcohol Massage, has appointed Charles H. Bauer sales manager. He recently has been secretary-treasurer of the Penn Rivet Corporation, fasteners and notions, also of Philadelphia.

## Jones Brothers Sales Increase

The Jones Brothers Tea Company, Inc., reports July sales of \$1,750,184, an increase of \$334,312 over the corresponding month of last year. For the first seven months of 1923 sales totaled \$11,173,501, a gain of \$1,151,772 or 11.49 per cent over the corresponding period of last year.



ON an expenditure of \$317,572 for advertising, one of our clients has secured traceable sales amounting to \$3,444,923. This, in addition to all sales which came from other sources.

Some of the facts we have learned in getting these results would prove enlightening to many large users of advertising space.

*The* GEYER-DAYTON.  
ADVERTISING COMPANY  
*Dayton*

## Reader Interest Plus

From month to month throughout the year (as you who read know) the JOURNAL of the AMERICAN BANKERS Association is constantly quoted in newspapers from coast to coast.

Constant quotation in the important publications in every section of the country is clearly an indication of the highest degree of reader interest in the JOURNAL.

But there is another consideration quite as important as frequency of quotation: the editorial policy of the JOURNAL of the AMERICAN BANKERS Association is not limited to the mere technique of banking. Devoted to the fundamentals of business, its articles deal with problems of momentous import and with business trends which touch every individual's business and every individual's market, whether it be a market for common labor or our overseas' market for farm products. The JOURNAL policy covers the whole range of the production and distribution of wealth.

Reader interest is therefore a strong, reliable continuous interest.

And the readers are bankers—community leaders—good prospects as individuals, and better prospects by reason of their influence in their communities.

The peak of reader interest is reached in the big number of the JOURNAL issued at the close of the annual convention of the American Bankers Association—one of the great business conventions of the year. That number contains the banking thought of the year and is used throughout the year by many bankers as a book of reference. *Reserve space now for the October JOURNAL.*

The Convention Number sells for a dollar a copy (other issues 25 cents a copy), but there is no increase in advertising rates for this issue.

***Paid Circulation 24,600***

*Member Audit Bureau of Circulations*

**Journal of the American Bankers Association**

**110 East 42nd St., New York, N. Y.**

***Telephone Vanderbilt 5000***

*Eastern Representative*

**S. M. GOLDBERG**  
100 East 42d St.  
New York, N. Y.

*Western Representative*

**ROBERT M. BANGHART**  
1106 Otis Bldg.  
10 So. LaSalle St.  
Chicago, Ill.



## How Rising Retail Selling Costs Affect Advertisers

(Continued from page 6)

of the country, especially the manufacturers of trade-marked articles sold at a fixed consumer price. When a group of retailers find their selling costs amount to more than the profit allowed by the manufacturer, one of two things happens. They try to induce the manufacturer to allow them a greater spread between cost and selling price, or they cut out the line as unprofitable and devote their energies to something else.

There may also be outside agencies at work affecting sales in certain lines. A year ago I came up from Texas to spend the summer in New York, bringing with me my regular Texas outfit of several suits of light colored tailor-made Palm Beach clothes. Not having spent a summer in the Metropolis for many years I wondered why so few men dressed as I did. The first time I had one of the suits cleaned I thought I saw the reason. In Texas one may take a Palm Beach suit to any cleaning shop in the morning and get it back by mid-afternoon, and the invariable price is fifty cents. In New York the cleaning shops insist that it is necessary to send it out somewhere to be dry cleaned, after which it must be ironed, three days being required. And the price is \$2.

I have mentioned higher rents as the outstanding feature of increased retail selling costs, but that is only a part, other features being higher clerk hire, higher freights, higher delivery costs and higher expenses of living for the merchant himself. These things are mostly unavoidable; but there are certain extravagant tendencies among retailers that may be largely eliminated through the co-operation of jobbers and manufacturers.

Speaking as a retailer, and from a two-years' experience as presi-

## A Correction

In the advertisement of The Times-Picayune, New Orleans, in PRINTERS' INK for August 16th, through a clerical error the fraction "one-seventh" appeared in place of "one-fourth." The advertisement should have read:

"The Times-Picayune, while printing more national advertising in general than the other papers combined, printed approximately only one-fourth as much proprietary medicine advertising."

The  
**Times-Picayune**  
First for the South

## N. U. MEDILL SCHOOL of JOURNALISM

Large faculty, all seasoned journalists as well as experienced instructors. Over half hold responsible positions on staffs of Chicago newspapers.

Frequent FREE Lectures during the year by eminent publicists from all branches of the profession.

Six Co-operating departments equipped to give broad background of knowledge afforded only by university association to those intensively studying in Medill School of Journalism.

### PARTIAL LIST OF COURSES

Check Those Which Interest You

- ☐ Newspaper Reporting and Writing.
- ☐ News Editing.
- ☐ Dramatic Criticism.
- ☐ Editorial Writing and Policy.
- ☐ Newspaper Management.
- ☐ Feature and Magazine Writing.
- ☐ Writing for Business.

Write for free bulletin giving full list of courses, lectures, etc. On your request please note the courses which particularly interest you.

Address H. F. HARRINGTON, Director  
MEDILL SCHOOL OF JOURNALISM

NORTHWESTERN UNIVERSITY  
625 Harris Hall Evanston, Ill.

dent of the retail merchants association in a Southern city, I do not hesitate to make the statement that a large percentage of retailer troubles and high retailer expenses comes from a single cause—overbuying. And the reason retailers overbuy is, simply, that credit is too cheap.

A couple of years ago I was called in to help invoice the stock of a merchant who had got to the end of his rope. From the standpoint of the merchant's books he was in a hopeless condition, his stock at cost price figuring about \$40,000, and his debts being about \$18,000. But the most our committee could make as to the present actual value of the stock was in the neighborhood of \$15,000.

#### IMPULSIVE BUYING WAS HIS UNDOING

The merchant had been in business seven or eight years and had done a very live trade. He had also kept a fairly accurate set of books which seemed to prove that his operating expenses had been only about 24 per cent, which was average for his line of business. The fly in the ointment was this: He was an enthusiastic buyer, and whenever a parcel of merchandise was offered him on long terms, he bought enthusiastically. Our committee got a great deal of enlightenment going through the stock. Without looking at the merchant's invoices we could tell which lines had been sold him on long terms and which ones on thirty or sixty days. The long-credit stuff he had invariably bought in gross lots and there was enough left to have carried him two or three years longer, except that a lot of it was badly shopworn; while the thirty-day lines were badly depleted. I remember particularly a remark by one of our committeemen after we had finished our job of appraising the stock.

"Do you realize," he said, "that this merchant has been supported the last couple of years by the short-credit manufacturers? He has been selling their stuff right along and using the money to pay the notes he gave the long-credit

fellows. But all of them will fare alike in the final settlement, which I figure will be about fifty-cents on the dollar!"

We also made an estimate on the merchant's selling costs and found, taking into consideration the depreciation on his gross-lot purchases, that instead of the 24 per cent his books showed, his selling cost for the last three years was close to 40 per cent.

It does not need to be argued that too easy credit terms are a bad thing for the public, for the retailers themselves, and for the manufacturers who are trying to get their products to consumers at a reasonable price. During a recent five-month stay in England I talked with many retailers in all lines and almost invariably found that they were buying on thirty-day terms and arranging their affairs so that they could pay their bills as they fell due. In London I asked the American sales manager for a New York State concern, which makes a trademarked and fixed-consumer price product, if the British retailers were satisfied with the profit they are allowed to make on his goods.

"My belief is," he replied, "that they are more than satisfied. We allow them the same margin that we allow our dealers in the States, and it costs less to do business here than in the U. S. A. And I believe the reason for this lies in the fact that credit terms are stiffer. There is mighty little loss from overbuying when every retailer knows he has got to pay for his merchandise promptly or be cut off from further supplies."

There is considerable evidence to show that the retailers of this country are generally worried over their advancing costs and are in a receptive mood toward any movement that promises to hold down expenses. A few days ago I talked with a New York manufacturer of a popular specialty who is trying out a new sales plan. It has been his previous custom to start his travelers out on their territories early in July, making immediate shipment



## "I was amazed to hear the way he talked about it"

"I was lunching with French, of the French Machinery Company,—you know him!"

"I should say I do—he's the hardest-headed buyer I ever sold."

"Well—we were talking over a mixup in his Western Branch and for once he forgot the business in hand—got to talking that low-overhead hobby of his, applied to automobiles."

"You know what happens at the French plant when they brought out that low priced farm engine. It was a big seller from the start—they had to build an addition to the plant. In less than a year the new volume cut overhead to where he was making an enormous profit on his high priced engine. You can imagine how pleased he was."

"Instead of sticking the extra profit in his pocket as you might expect—French had a different idea. He said it gave him the chance he'd wanted all his life—improve his big engine to stand up with the highest priced in quality and still sell at the old price. When he got through—it was the talk of his trade. They'd never seen such engine value before."

"Perhaps you heard of French complain about it?"

with his farm engine. They started building a smaller car, the fewest, to sell for around a thousand dollars. The public took to it almost overnight—in a little more than a year they have sold over 40,000 of them. You can see what that would do to the overhead on their yearly production of 10,000 Paige cars.

"Like French, they decided to put their profits into bettering the Paige. French says, under any other conditions, a car like it couldn't be sold for less than \$3000."

"What's the price?"

"The fact is, they don't sell just a bare car—it comes equipped with all the accessories you'd want, from spare tires and bumpers to a cigar lighter. And all that for \$2450."

"That's business-like—but what kind of a car is it?"

"If you take French's word for it—and he ought to know—it's just about the easiest driving, most comfortable car you can get. Honestly, Drake, I was amazed to hear the way he talked about it. Wheelbase of 131 inches and rear springs more than 5 feet long! He says it rides easier than any car I was ever in. That word is just dead air."

# PAIGE

THE MOST BEAUTIFUL CAR IN AMERICA

Produced for  
HOOPS ADVERTISING CO.

by

PALENSKE - YOUNG Inc.  
ADVERTISING ILLUSTRATIONS

315 NORTH MICHIGAN AVENUE

Chicago



of all orders, and dating bills January 1. This year his travelers went out at the usual time but offered goods only on a sixty-day basis, cash discount given for ten-day payments.

In making this change in policy the manufacturer had taken the precaution to prepare the ground beforehand, through a series of personal letters to his customers. Beginning in May, one of these letters went out every two weeks, each one discussing some phase of business as relating to the sale of the manufacturer's product and each one containing some allusion to the general advance in retail selling costs. The last letter, mailed out in batches to reach customers a week or ten days in advance of the various salesmen's visits, broke the news of the shortened credit terms and the reasons therefor. I will quote portions of it:

We are all of us, manufacturers and retailers alike, confronted with the fact that it costs a great deal more to do business than formerly. Some of my customers have written in to state that the margin on my line is not enough to cover present selling expenses and leave a reasonable profit. Several customers have suggested that I cut the wholesale price; others want me to increase the advertised consumer price.

I have considered both of these proposals, particularly that of cutting the wholesale price. I have checked up with the greatest care all manufacturing costs and can honestly state that I cannot sell my goods cheaper and still maintain the quality. Now as to raising the consumer price: You know and I know how hard it is to charge people more for an established product without losing sales. And right now, particularly, is the time when we have all got to keep up our volume if we are going to stay on the right side of the ledger.

I believe the answer from a retail standpoint lies in more careful buying. We all know that useless accumulation of stock causes more retail troubles than all other factors put together; and I am inaugurating a policy that I believe will help all of us. Instead of giving January settlements with a 3 per cent discount, I am going to give sixty-day terms with a 5 per cent discount in ten days.

My traveler will call on you in a few days. Buy from him as freely as you think you ought. If you want your goods to be shipped in monthly lots so as to make it easier to earn your discounts, we will be glad to take care of you at this end. And the extra 2 per cent will help to pay some of your running expenses.

It was mid-August when I had my talk with this manufacturer, at which time his traveling men had been out nearly six weeks. All of them, he said, had been getting their regular amount of business though shipping dates were strung out all the way to the middle of November. Only four retailers had refused to buy on account of the new credit terms.

### Thomas F. Harvey Dead

Thomas F. Harvey, one of the organizers of the American Chicle Company, Long Island City, N. Y., and the National Licorice Company, Brooklyn, and founder and publisher of the *International Confectioner*, New York, died at the latter city on August 22 at the age of sixty-seven. He founded the *International Confectioner* at Chicago in 1891. For many years Mr. Harvey was also the owner of the Harvey Press, New York, disposing of his interests in that company about three years ago.

George U. Harvey, a son, succeeds Mr. Harvey as publisher of the *International Confectioner*.

### Automotive Account with Indianapolis Agency

The Tractor-Train Company, Connersville, Ind., manufacturer of Moore auxiliary transmissions and Lincoln brakes, for Ford cars and trucks, has placed its advertising account with the Bureau of Direct Advertising, Inc., Indianapolis. Business-paper and direct-mail advertising will be used.

### Associated Business Papers to Meet at Chicago

The Associated Business Papers, Inc., New York, will hold its annual convention at Chicago, October 15, 16 and 17.

The annual meeting of the National Conference of Business Paper Editors also will be held at Chicago, October 15 and 16.

### Smith & Ferris Incorporate

Smith & Ferris, Los Angeles advertising agency, have filed articles of incorporation in the State of California with a capitalization of \$100,000. The incorporators are: A. Carman Smith, who will be the president; O. L. Ferris and C. F. Crank. The name of the firm remains unchanged.

### Louis G. King with "Current Opinion"

Louis G. King has joined the Eastern advertising staff of *Current Opinion*, New York. Mr. King was formerly manager of the New York office of the Ansonia Electric Company.

# What's Wrong with the Salesman Who Under-Sells?

Why Under-Selling Is as Much an Error of Business Judgment as Stocking Up the Customer with More Than His Trade Can Absorb

By W. P. Anderson

IT was a new product, sold to the hardware trade, and a group of seven salesmen were called into conference at headquarters, prior to an initial try at Eastern territory.

The sales manager said to these men—and they were young men, for the most part: "Under no circumstances over-sell your prospect. We do not intend to start off by deliberately inviting the ill-will and the everlasting grouch of the trade, by stocking them up with more than they can quickly sell. Be careful, conservative. Never urge them to take more than they think they can handle with quick turnover.

"This is a new product; if it gets around that we are loading 'em up, and if, for any reason, the goods do not move as rapidly as they should, an extremely bad impression will be left and we'll lose the personal co-operation of every hardware dealer in our territory. Go slow, be careful."

This may have seemed to be logic, particularly in the case of a product new in the field. But results proved contrariwise; for the sales force took the lecture too seriously. They under-sold in their earnest desire not to over-sell, and of the two evils, it is occasionally shown that the former can be the more serious.

An extensive advertising campaign used in the territory covered by the salesmen, created an unprecedented demand and dealers ran out of the article. Before new shipments could be received, people had grown indifferent. The first buying urge passed and fresh advertising was necessary to awaken it once more.

One of these salesmen, when methods were being discussed later on, set down his idea of his

own conversation with the hardware merchant, on the occasion of his first trip.

Dealer: "What are you folks going to do to move these goods?"

Salesman: "Everything possible and everything any other manufacturer could or would do; we are running an elaborate newspaper campaign in the newspapers of your own town and we are spending \$82,000 this year in a national campaign."

Dealer: "Do you realize that we are asked to stock some new article or line almost every day and that there seems to be no end of it?"

Salesman: "Doubtless, but products and people and markets change. None of us would get very far if new products didn't come along. They are the life of trade. They revive buying desire and interest."

Dealer: "That's all very true, but there comes a pronounced saturation point in how much a man can keep on his shelves. My own clerks can't keep track of all stock right now, and I'm not at all sure my own knowledge is perfect. In the hardware business, we must handle thousands of individual articles. We prefer to hold them down, rather than allow them to go out of all bounds. And here is another point—the staples, the standard goods seem to hold their own against fads, however interesting or practical the newcomers may be. I can show you enough dead stock in this store to make your hair curl—and I'm willing to admit that some of these things are really better than the vintage of many years. People are peculiar that way—only a certain class snap at every new product."

Salesman: "Oh, you needn't worry. We are asking you to

take only one case. It is not the policy of the house to load a man up. As a matter of fact, you can take half that amount if it suits you better."

Dealer: "I'll tell you what I'll do: Send me a half-case, with liberal price concessions. You know how it is with something I'm not sure will sell—and you are not sure yourself—it's new."

Salesman: "That's fair enough. All we ask is that you give us a look-in."

The sales organization had been so thoroughly saturated with the don't-over-stock idea, that it went over into the other pasture, dragging the fence along with it. And the worst feature of the plan was the effect it had upon the dealer. He felt suspicious of the company and the product.

Here was an accredited salesman who was willing to allow him to nibble at the crust, where the big fellows would have arbitrarily cut him off, had he not placed an order large enough to make it really worth while. Something must be wrong.

Personal timidity is often responsible for under-selling. Rather than be too urgent, rather than run the risk of getting no order at all, some salesmen accept scrap orders, which really are not worth bothering with at all. A jobber is quoted as saying that the retail shortage of many lines can be traced back to timid, unprogressive salesmen, who allow a merchant to under-stock.

"Just out of that," is the consumer's side of the story; as he complains of the same old inveterate dealer excuse, when a certain advertised and trade-marked article is requested.

Under-selling encourages substitution.

Five salesmen covering the Southern States for a new kitchen cabinet, were sales-shy and as in the previous case, this trait was directly traceable to a sales manager who had allowed one or two instances of ill-fated over-selling to disturb his good judgment.

"Be satisfied if you can get one cabinet into the store of any

dealer who has not made definite arrangements with us already, or who is small because of limited territory." This was the order.

Then he went on to explain that on their second time around, soon afterward, the salesmen could pack 'em in to the limit. At the start-off, where such a large article was involved, an entering wedge would serve every purpose. The company believed in advertising, however, and a comprehensive localized newspaper campaign, in addition to normal magazine advertising, was launched immediately.

This cabinet happened to boast several unique features. These appealed strongly to women, and the demand was instantaneous. As in the other case, what happened was what might have been expected. Dealers, with only one of the cabinets as a sort of sample, took advantage of the buying mood of the customers sent in by the advertising, and began very promptly to sell cabinets which they *did* have in stock.

#### THE "DO IT NOW" PSYCHOLOGY

No dealer, in his right mind, could have been expected to allow prospects to walk out, merely because the cabinet in question was not in stock. He might make mental reservations as to ordering promptly, but "do it now" is a definite selling maxim. And it has been proved that when women make up their minds to buy a certain article, they are not satisfied to wait until something is ordered for them.

Thus competitors profited by the intensive advertising of a rival and during the campaign's regime bulked up sales they never had expected. Under-selling was the root of the evil, and its effects were felt for fully six months.

It is always the tendency of the dealer to buy less than he really needs, and less than dovetails with the demand created by advertising.

One manufacturer has gone about this problem rather scientifically. His salesmen are supplied with very simple illustrated charts which show the conservative volume of business on his product

The St. Paul  
Sunday  
Pioneer Press  
*Announces A*  
GRAVURE  
SECTION

*Still Another Step Forward  
by the Greatest Sunday News-  
paper Value in the Northwest*

In the Northwest, the advertising medium of strength, great reader interest and prestige is the big Sunday St. Paul Pioneer Press, with more than 135,000 circulation. The Sunday Pioneer Press goes into homes where buying-power and population are most thickly concentrated. Advertisements in the Gravure Section should be in the hands of the Sunday Pioneer Press two weeks in advance of publication date.

THE SUNDAY PIONEER PRESS  
of St. Paul, Minnesota

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormsbee, Inc.*



## A Cordial Invitation

In commemoration of our 25th Anniversary, and also to celebrate our 8th year in New York, we are giving an advance showing of the Exhibit we have prepared for display at the New York Advertising Exposition to be held in November. We cordially invite advertisers, publishers, and the advertising fraternity in general to call now at the 11th floor of 1 West 37th Street, to see this advance showing.

[No solicitation will be made]

WM. H.  
**RANKIN**  
COMPANY *Advertising*

NEW YORK    CHICAGO    SAN FRANCISCO  
AKRON, O. WASHINGTON, D. C. TORONTO, CANADA

Established 1899



ASSOCIATED WITH CHAS. F. HIGHAM, LTD., LONDON, ENGLAND.



which, by every manner of logical reasoning, should be done over a certain period, as related to volume of local and national advertising.

"Mr. G.," says the salesman, "we certainly do not want to over-stock you on our article, nor do we wish to see you order under the demand which we will create. It must be obvious to you that harm can result if demand is created and the supply can't be attended to promptly, while folks are in the buying mood. It's a sort of fever, which passes.

"We realize that over-selling you makes you an unhappy and disgruntled prospect on the occasion of our next call. But a great injustice will be done us and our advertising expenditures, if, after creating the demand, we can't give the trade the goods, where and when it wants it. Substitution will creep in. Nor can we blame you much for that. You are in business to sell goods of some kind and no one manufacturer can claim all the virtues for his particular line.

"We have worked out territorial maps which show approximately the business which should follow in the wake of demonstrations and advertising. This is reckoned in direct relation, as well, to local newspaper advertising, influencing your own section. It may not be exact, but it is not exaggerated. Often these statistics are secured through collaboration with newspapers in your own town. We locate every possible avenue of sales. In other words, we figure you can and will sell about this volume of our product in such-and-such time. We will gladly give you a copy of the chart. It permits you to order wisely. To study out this problem and sell scientifically is as much to our interest as it is to yours."

The idea was exceptionally successful and popular and in every instance dealers were greatly interested in the ratio-charts. They seemed to prove to the dealer that he was not being imposed upon; that the manufacturer was really seeking to sell him only as much

as could be quickly absorbed, and no more.

A certain brother sales manager has often said that under-selling can be traced to a number of reasons, such as:

Natural, inherent timidity of the salesman.

The inclination to get some sort of order rather than none at all, with the dealer always brow-beating the salesman if he can and holding him down with threats.

The dealer's own lack of knowledge concerning his own stock and how much of the product he still has on his shelves. This has led wise salesmen to personally investigate and go to the dealer with the real facts.

Lack of information on the part of the salesman as to the real market for the product in that territory and the normal volume of possible sales—plus talking about this point to the dealer.

The dealer's own ignorance of the harm to him of not always keeping in stock the specific article asked for by the consumers, and the attempt to satisfy them with something else, something which he himself considers every bit as good. Some dealers have been made to see that substitution, in any form, is exceedingly bad for the store which practices it, however valid it may appear.

Lack of stock room in a great many cases. In some stores, the space for reserve is so limited, that this alone makes the dealer hold back on large orders. He points to the fact that there is "scarcely room enough to walk" as it is. And this, in turn, brings up the question of a better understanding between jobber and dealer and a more rapid delivery on the former's part; a willingness to rush small lots across town, let us say, in answer to a telephone call.

But the greatest fault is the one placed first—timidity.

It is surprising how many men there are who, in their eagerness to get *something* in the way of an order, ask for a little to begin with, feeling they can at least be sure of a nibble.



**PICTURES—For the  
Things You Sell**

**EDWARD HAUSER  
ILLUSTRATOR**

276 Fifth Ave., New York

## The Industrial Digest

**Circulation 50,000**

wants a man who is now selling advertising in an industrial or business magazine; a man who knows the accounts that could use **THE INDUSTRIAL DIGEST** and who has a producing contact with the men who control them.

We have an advertising story backed by documents and facts that places **THE INDUSTRIAL DIGEST** in a class by itself—it is a new story, but it is the most talked-about announcement that has been made in a very long time.

We want to know your present connection and your business history for the past ten years.

Communicate by letter only and tell us why you are the man we want. Address, in confidence,

**Advertising Manager  
The INDUSTRIAL DIGEST  
37 West 43rd Street  
New York City**

## A Furrier Builds a Profitable Business in a Dead Season

In Philadelphia, Mawson & DeMany Create a \$200,000 Business during the Spring and Summer Months by Advertising for Repairing and Remodeling Work

**A**N interesting story on the elimination of a summer slump in profits is to be found in an outdoor advertising campaign sponsored by Mawson & DeMany, a Philadelphia furrier establishment. The fur business is largely concentrated in the late fall and winter. During the early fall, fur houses are kept going to some extent on repairing and remodeling work for the coming season's wear.

In fact, the fur repairing and remodeling departments are strained to capacity during September and October. However, the amount of work that any single organization can do in this particular is limited by the scarcity of men who understand furs and their fashioning.

Spring and summer are generally the dead season in the average fur shop. A certain amount of business is done in fur storage. There is a small demand for repair work by women who want to take advantage of the lower prices common during the slow season, and that is about all.

For the purpose of putting life into the dead season, Mawson & DeMany inaugurated an outdoor campaign. Painted and illuminated outdoor space was contracted for, covering the entire city of Philadelphia. The copy appeal was the essence of simplicity. The colors were striking, being red and blue on a yellow background. The text concentrated on three fundamental thoughts:

"Order now and save one-third."

"No storage charges."

"Pay in the fall."

25	50	75	100	125	150	175	200	225	250	275	300	325	350	375
CHICAGO					318,338									
NEW YORK					161,310									
DETROIT					128,648									
BUFFALO					83,344									
MILWAUKEE					70,238									
CLEVELAND					65,841									
PHILADELPHIA					62,634									
PITTSBURGH					34,903									
JERSEY CITY					27,766									
BALTIMORE					26,900									
TOLEDO					26,380									
NEWARK					24,706									

The first paper in the second largest Polish City in America is the key to any campaign aimed at the Polish market

A partial list of our national advertisers:

American Express Co.  
American Tobacco Co.  
Borden Company  
Chevrolet Motor Co.  
Coca-Cola Company  
Colgate Company  
Columbia Phono. Co.

Corn Products Co.  
Foster & Milburn  
General Phono. Co.  
Lever Brothers  
Liggett & Myers  
Lorillard Tob. Co.  
Mennen Company

Mustard Prod. Co.  
Nestle Food Co.  
N. Y. Telephone Co.  
Palmolive Company  
Scott & Bowne  
Sterling Prod. Co.  
Victor Phono. Co.

These advertisers came to the conclusion that in order to cover New York City they must include the POLISH MARKET which is dominated by

# Nowy Swiat

THE POLISH MORNING WORLD  
24 Union Square Member A. B. C. New York

These three sentences appeared to the right of the space. The remainder of the bulletin is taken up with an attractive illustration of a squirrel posed on the branch of a tree, the name and address of the advertiser, and, in imposing letters the phrase, "The Fur Remodelers."

The signs began to appear April 1. The efficacy of the plan was promptly demonstrated. By the first of May, just one month after the campaign started, sufficient business had developed to warrant taking on additional space for the repairing and remodeling departments. Very shortly thereafter, these departments so outgrew their bounds as to force the house to rent larger space to care properly for the increased business.

Early in July the company took stock of its standing. The books showed the plan had exceeded expectations. The new business exceeded \$200,000. It was also observed that sales in the regular fur departments had been

far beyond the summer normal.

Of course, fall and winter are still the big months. As the figures just quoted indicate, however, Mawson & DeMany have succeeded in injecting a good measure of life and vitality into what had been practically a dead season.

### William Southams & Sons Buys Control Vancouver "Province"

A controlling interest in the Vancouver Printing & Publishing Company, Ltd., Vancouver, B. C., publisher of the *Province*, has been acquired by William Southams & Sons, Ltd., from Walter C. Nichol. The Southams company owns controlling interests in a number of Canadian newspapers. Mr. Nichol, who is Lieutenant-Governor of the Province of British Columbia, will continue as president of the Vancouver Printing & Publishing Company.

### National Electric Account for Bissell & Land

The National Electric Manufacturing Company, Pittsburgh, manufacturer of Syntron synchronized electron hammers, has appointed Bissell & Land, Inc., advertising agency of that city, to direct its account. Business papers and direct-mail advertising are being used.

## Selling Lumber Products

Would you like to see a list of fifty-seven articles that have appeared in the PRINTERS' INK Publications describing the advertising and merchandising activities of organizations in the lumber and lumber products industry?

Among the organizations whose experiences have been given are:

Long-Bell Lumber Co.  
Crooks-Ditmar Co.  
Southern Cypress Manufacturers Ass'n  
The Mahogany Association  
Weyerhaeuser Forest Products  
Gordon-Van Tine Co.  
The Curtis Companies  
The Pacific Lumber Co.

Cornell Wood Products Co.  
National Veneer & Plywood Mfrs Ass'n  
The National Lumber Mfrs Ass'n  
The American Lumber Association  
The Oak Flooring Mfrs Ass'n  
Southern Pine Association  
American Hardwood Mfrs Ass'n  
Chicago Retail Lumber Dealers' Ass'n

You can secure a copy by writing our Research Department on your business stationery.

**THE PRINTERS' INK PUBLICATIONS**  
185 Madison Avenue  
New York

# WANTED

## A Sales Director

### *One of the Unconquerables*

A MAN between 35 and 40; a man who has had no less than five years of personal selling; a man used to large earnings; a man who knows neither fear nor doubt in the pursuit of his objective.

A man who is a keen judge of men and can get real production from a sales staff of from 25 to 40 men; a man who can develop men through inspiration rather than driving force, who can hold men by holding their respect and their confidence.

A man who has made a real record of success in selling business-building advertising; a man who has the qualities of leadership and the recognized abilities to command the sales staff of the finest organization of its kind in the world.

That he must have initiative, energy, unusual executive ability, education, and diplomacy is obvious.

To sum it up, we want a man big in mind, broad in vision, a real fellow who knows sales direction well and loves the eternal conquest for business that makes opportunities for himself and his men.

This position is open now. The right man will live in a middle western city. Those who apply for the opportunity, to qualify, must state salary expected and send an outline of their past achievement and their photographs to

"P. E.," Box 95, PRINTERS' INK,  
Illinois Merchants' Bank Building,  
Chicago, Illinois.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK  
CITY. President and Secretary, J. I. ROMER.  
Vice-President, R. W. LAWRENCE. Treasurer,  
DAVID MARCUS.

Chicago Office: Illinois Merchants Bank  
Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building,  
Geo. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building,  
A. D. McKINNEY, Manager.

San Francisco Office: Examiner Building,  
M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto,  
H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50  
for six months. Ten cents a copy. Foreign  
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50;  
quarter page, \$25; one inch, minimum \$7.70.  
Classified 55 cents a line. Minimum order \$2.75.

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D. M. Hubbard

London: Thomas Russell

NEW YORK, AUGUST 30, 1923

**More about Advertising vs. Surplus Production** The gasoline price war has been absorbing the attention of the business community for several weeks. As always happens, a period of demoralization like this in any important industry brings out a lot of quack economic remedies for the suffering patient. Already this war has precipitated one State—South Dakota—into private business. Several weak members of the industry have been badly hit. The worst part of the damage, however, has been the oratorical and editorial economic nonsense that has been inflicted on the country.

In the first place, let us admit that when an industry is vastly over-produced price-cutting and demoralized trade conditions are inevitable. They may be held off for a time, but cannot be post-

poned indefinitely as long as an unmanageable surplus hangs over the market. That is what has happened to the oil market. The excess production broke loose and flooded it.

It is only natural for oil men to have tried to keep up the market as long as they could. They are not crooks or highwaymen or "malefactors of great wealth," as has been charged, because they have tried to sustain the market. To let prices fall drastically overnight would have brought ruin to many in the industry. It should be remembered that just because there is a surplus of production burdening an industry the financial requirements of that business do not immediately decrease. The capital investment does not decrease. Bonded and other indebtedness remains the same. Payrolls are not lowered materially. Overhead remains stationary. The cost of distribution does not fall. With these obligations staring it in the face, the management quite naturally tries to sell its production at a profit.

As far as the small fellows in the business are concerned, the situation is even worse. If the small oil distributors, for instance, sold the oil that they bought at higher prices at the price set by the State of South Dakota, it would simply mean that some folks would have to go without eating, unless their credit at the grocer's held out. So it is easy to appreciate why those in an over-produced industry try to stave off the inevitable as long as they can. It enables them to get partially from under the tumble.

But, in the long run, when an industry permits production to run vastly beyond demand, there is bound to be a period of "distress" selling, such as the oil business has lately experienced. The only way it can be prevented is to correlate production and demand. This is one of the purposes of advertising. But advertising can only go so far. When production runs helter-skelter, advertising can do little to stop the stampede. What is needed then is regulation of production. Pro-

duction away beyond the needs of the market must be stopped. There is no sense in producing a natural resource such as oil and then throwing that production upon a demoralized market. There are many generations coming after us that will need this oil badly. So why waste it now?

### **How Important Is a Conference?**

The conference has been accused of being one of the greatest time and money wasters in American industry. First used as an excuse by the busy executive who did not wish to see the insistent life insurance salesman, it is said to have spread its tentacles throughout business so that today it causes as much ill-will and confusion as any single word in the English language. Thus speak its enemies.

Friends of the conference point out that the business of the world is run on a give-and-take basis, that many heads are better than one and that automatic one-man decisions are apt to be hasty and wrong.

It seems true that if one or two men in an organization gather at another man's desk to plan a better way to expedite business, they often accomplish something. But when they sit in a room, close the doors and tell the telephone operator that they are "in conference," it often happens that the man who has the least to say talks the longest, while much work to be done to get more business lies stagnant and unthought of.

A certain organization discovered that one of its big customers who had come to see a man, had been shooed away with the over-worked word and naturally became excited over the incident. The executives decided then and there that hereafter the only conferences would be one day a week at a luncheon, lasting no longer than one hour and a half; that each question to be brought up at the luncheon should be written out in advance. Writing it down, it was discovered, reduced many an idea, which might have taken forty-five minutes in talk, to im-

mediate impracticability. The very writing down of the thought often answered it.

These luncheon conference meetings have now been going on for three months; much good has been accomplished and the word "conference" is not bandied about as it used to be.

The new plan, according to company officials, has retained all the advantages which come from an exchange of ideas, but has done away with both the evils of conferences and with the word itself. "Mr. Jones is out to lunch, will be back at 1.30," says the phone operator. And the man at the other end of the line seems to like it much better than to be told that Mr. Jones is in conference and can't be disturbed.

### **Nothing Wrong with the Farm Market**

In sizing up business situations or specific markets for advertising purposes, many are inclined to generalize. An unwarranted generalization is quite valueless.

We witness an apt example of this at present in all the hullabaloo that is going on about the plight of the wheat farmer. Because of the serious drop in the price of wheat, supposedly below the cost of production, the conclusion is being widely reached that farming has gone to the bow-wows. Not for a moment would we try to minimize the seriousness of the wheat situation. Neither would we claim that the farmer is being treated with full justice. We have always held that the farmer is entitled to a larger share of the consumer's dollar than he is getting. On the other hand, we must insist that the condition of wheat is by no means typical of the agricultural industry as a whole.

Farming is like business. Regardless of the time of year, the country's industrial situation, the political outlook or the world's economic status, some businesses are making money. This is always true; there is never any exception to it. It is the result of good management. Some businesses are being well managed



and are consequently profitable, even though industry as a whole may be temporarily unprofitable.

It is the same in farming. The first mistake we make in generalizing about farming is in assuming that all farmers are alike. They are not. It is a wide stretch in miles from Maine to California and from Florida to Alaska and yet the vast continent embraced in this geographical description is mostly all farming country. In this wide expanse will be found practically every conceivable kind of climate, soils, kind of farming, farm wealth and human intelligence. Farming in New England is no more like farming in Illinois than the grocery business is like the drug business. The same radical difference exists between farming in Florida and in Wyoming. A similar disparity exists between any two other sections that might be compared.

A second mistake commonly made is in giving too much importance to any one crop. Wheat, important as it is, composes only about five per cent of our total farm production. We do not recall the exact figures, but the value of dairy, poultry and cattle production, alone, runs something like five times greater than wheat. What is more, few farmers raise nothing but wheat. The vast majority of those engaged in farming do not raise it at all.

So we see that while wheat may be down in the dumps, the cotton growers of the South, the blueberry growers of Maine, the cranberry folks of Massachusetts, the peach farmers of New Jersey, the citrus growers of California, the corn farmers of Iowa, the potato specialists of Michigan, the grape growers of New York or the pecan people of Texas, to mention just a few classifications, may be waxing in prosperity.

And what is more: Most farmers are not crop specialists. They practice diversified farming. They plan for a cash income every month of the year. We have just finished reading an article in the *Country Gentleman* about Herbert Hoover's wonderful 1,213-acre ranch in California. This farm is

being built up so as to produce a crop every month. That is the outstanding tendency in American agriculture.

So, we repeat, farming is on the right basis. Let us not get economic myopia from too much concentration on wheat.

### **The Testimonial Copy Vogue**

In last week's issue of **PRINTERS' INK** it was announced that Stone & Webster, Inc., who built the Hog Island shipyard, are advertising what has become of the ships built in that famous yard under the stress of war's necessities. Stone & Webster say that of the 110 cargo ships built at Hog Island, 103 are today doing service on the Seven Seas.

This is a good subject for advertising copy. There has been much whispering about Hog Island inefficiency. Many folks believe that nothing worth while was accomplished at this construction camp with the porcine appellation. It is, therefore, interesting to learn that not only was Hog Island's production creditable, but that the ships it turned out are still busy, even in a time of world-wide shipping lethargy.

The accomplishments of the product always make good copy. Prospective buyers of it are not only interested in being told what the new product will do, but they would also like to know what similar products of an earlier manufacture are still doing. In line with this, tire manufacturers have frequently advertised the service record of veteran tires. Shoe manufacturers have occasionally shown pictures of mile-scarred shoes. In a word, there is a wide interest in semi-testimonial copy. Records of achievements are more convincing than a string of promises.

### **Brotherton Company Advances Ward H. Marsh**

Ward H. Marsh, of the Brotherton Company, Detroit advertising agency, has been elected a vice-president and a member of the board of directors of that company.



# Newell-Emmett Company

*Incorporated*

*Advertising · Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

## CLIENTS

Liggett & Myers Tobacco Co.

(Fatima, Chesterfield and  
Piedmont Cigarettes)

Johns-Manville, Incorporated

Western Electric Co.

American Chicle Company

**"NOT HOW MUCH, BUT HOW WELL"**

NOTE: We are now ready to begin study and plans for one (and only one) additional account. We say "only one" because it is the policy of this agency to undertake the initial study and development of service on only one new account at a time.

Executives who furnish the interesting sales and advertising information used in the articles in the **PRINTERS' INK** Publications are *your* customers.

## The new OHIO is a hit!

Anything that could really improve a cleaner already famous was bound to be popular. Before you buy ANY cleaner use Model 5

By MRS. MARY MADISON

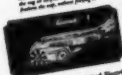
The new Ohio has "gone over" in domestic circles. But that was a pretty safe deduction before-hand, considering the Ohio's long history of triumphs of practical housekeepers have given us since that the present Ohio models were the best word in domestic cleanliness.

And now comes Model 5 with many improvements, decided by the results and suggestions of women who have used the Ohio. These points of superiority need no description. They are the result of the Ohio's long history of triumphs of practical housekeepers have given us since that the present Ohio models were the best word in domestic cleanliness.

And now comes Model 5 with many improvements, decided by the results and suggestions of women who have used the Ohio. These points of superiority need no description. They are the result of the Ohio's long history of triumphs of practical housekeepers have given us since that the present Ohio models were the best word in domestic cleanliness.

# OHIO

The Cleaner with the Self-Sharper



The United Electric Company, 1100 English Street, N. E., Canton, Ohio—Since 1909

**Built as Women Wanted it Built**

The advertising of The United Electric Company is handled by J. H. Cross Company. The **PRINTERS' INK** Publications will carry your sales message direct to those who buy or influence the buying in these organizations.

The United Electric Company individuals who are readers of PRINTERS' INK and PRINTERS' INK MONTHLY:\*

NAME	TITLE	WEEKLY MONTHLY	
A. A. Serva	<i>Second Vice-President and General Manager</i>	Yes	Yes
C. J. Adams	<i>Secretary and Treasurer</i>	"	"
W. F. Marr	<i>Director of Sales</i>	"	"
E. H. Hesslink	<i>Sales Manager, "OHIO" Division</i>	"	"
E. A. Geib	<i>Sales Manager, "TUEC" Division</i>	"	"
H. C. Phister	<i>Advertising Manager</i>	"	"
R. N. Howell	<i>Auditor</i>	"	"
W. S. Simpson	<i>Electrical Engineer</i>	"	"
E. O. Kuendig	<i>Factory Manager</i>	"	"
H. E. Rose	<i>"TUEC" Sales Division</i>	"	"

\*Information furnished by The United Electric Company.

J. H. Cross Company individuals who read PRINTERS' INK and PRINTERS' INK MONTHLY:\*

NAME	TITLE	WEEKLY MONTHLY	
J. H. Cross	<i>President</i>	Yes	Yes
W. L. Day	<i>Vice-President</i>	"	"
D. D. Chrisman	<i>Secretary</i>	"	No
V. A. Harris	<i>Treasurer</i>	"	"
P. J. Torchiana	<i>Account Executive</i>	"	"
C. D. Wheeler	" "	"	Yes
W. L. Lukens	" "	"	No
Karl Knipe	" "	"	Yes
T. H. Thompson	<i>Copy Chief</i>	"	"
Nelson Eddy	<i>Copy Department</i>	"	"
A. M. Fanning	<i>Space Buyer</i>	"	Yes
H. J. Kane	<i>Art Director</i>	"	No

\*Information furnished by J. H. Cross Company.

# The Little Schoolmaster's Classroom

THE Schoolmaster believes that one thing a good follow-up letter should do is to repeat the proposition made in the original letter, and perhaps recount the circumstances as to why the original letter was written. If it was in answer to an inquiry, it is well to mention that fact and to repeat the specific inquiry that was made.

Too many follow-up letters seem to have no other purpose than to chide the prospect for not answering or to express dismay that such an unheard of proposition as was made should not be snatched up immediately. There is too much strong-arm, mailed-fist stuff in these letters. Their writers have failed to analyze the psychology of correspondence of this sort.

When persons receive a letter answering an inquiry which they made, why do they not answer it? There are many reasons. Perhaps the letter was not complete enough. Maybe all of the inquirer's questions were not answered. Some vital piece of information may have been left out. The chances are, however, that the proposition was not accepted at once for no other reason than that the prospect had decided not to buy, at least for the present. Often the letter is laid aside for a few days or a few weeks, with the intention of taking it up again at some later date.

\* \* \*

The Schoolmaster confesses that he, himself, prefers to take his time in acting on ventures which he may have been contemplating. He likes to mull over matters in which he may be interested and because of his judicial temperament rarely takes hasty action on anything. When he receives a letter in answer to an inquiry, he usually sets it aside to mature and makes no decision regarding it until his enthusiasm has had a chance to cool. Once in a while by the time he is ready to act the

letter containing the proposition cannot be found. It is exasperating at this stage to receive a follow-up letter containing nothing but "Why-don't-you-answer" and similar alleged ginger stuff. If the follow-up was written in a quiet tone, merely prodding the interest of the addressee and if it repeated the original proposition in all its details, he would hail its arrival with joy.

\* \* \*

The Schoolmaster had an experience of this kind during the last month. He made inquiry of the Palisades Nurseries, Inc., regarding some shade-loving plants for a particularly troublesome corner in his garden. The company answered the inquiry promptly and fully. The Schoolmaster was satisfied and determined to purchase, but true to his habit he postponed sending in the order for a few days.

In the meantime the letter was mislaid and when he was ready to order about a week later it could not be found. He was on the verge of writing to the company again, asking it to repeat the information, when a follow-up came from this advertiser, giving all the data contained in the original proposition. As a result an order went out that very day.

Incidentally the Schoolmaster cannot help add that the tone of this follow-up was almost ideal for letters of this type. The writer said "he had hoped" to receive an order for so-and-so which he quoted in his letter of so-and-so in "answer to your inquiry asking for so-and-so." He still hoped that he would be asked to set aside these plants. In closing he used some such unhackneyed expression as, "We are sincere in our desire to serve you so you will be satisfied."

The whole letter was short and yet it contained everything that a prospect would want to know.

## Clothe Your Packages with a Distinctive Design

Did you ever notice that some package goods bear a close resemblance to others?

Change the name of the concern and they would do for one as well as another. They may be beautifully colored, but there is nothing distinctive about them.

Make your packages "stand out"—different from the other fellow's. Let them represent your particular product. Give them a trademark; one that is easy to remember and to recognize.

Suppose you send us samples of your packages or labels. We'll study them and tell you how we can improve them. If we can't, we'll tell you so frankly.

No obligation to you.

### KARLE LITHOGRAPHIC CO.

Cartons, Labels, Hangers, Car Cards, Booklets,  
Folders, Counter Displays, Cut-outs, etc., etc.

Offices and Plant  
Rochester, N. Y.

New York: 512 Fifth Avenue  
Chicago: 130 N. Wells Street

Boston: 7 Water Street  
Philadelphia: Fidelity Mutual Bldg.  
St. Louis: Ry. Exchange Bldg.

### **Can You Qualify For This Sales Executive Position?**

We need one big sales executive in each of nineteen states as our division sales executive. The concern is established internationally, and in opening new territory can only consider trained men of unusual sales ability and experience who can show an earning capacity of from \$8,000 to \$12,000 a year in previous connection.

A comparatively small secured investment is required, also experience in hiring and handling high-grade salesmen. Write us if interested in qualifying.

**UNITED CREDITORS' ASSOCIATION**  
Suite 1, Home Office—U.C.A. Bldg.  
16th & Oxford Sts.,  
Los Angeles, Calif.

### **Experienced Advertising Man Seeks Larger Opportunity**

30 years of age. College graduate. Experience includes agency, newspaper and department store work. Now wants to settle into permanent position where his ability and resourcefulness will be offered unlimited scope. Would like especially to connect with nationally advertising manufacturer whose product is merchandised through department stores.

Qualified also to fill position of agency account executive or to direct sales promotion and advertising of large department store. Sound, constructive thinker with harmonious personality and an indefatigable worker. Salary, \$4,500. Address "M. C.," Box 93, care Printers' Ink.

Out in Los Angeles there is an advertiser who has the courage of his convictions—along new lines.

R. E. Whitley is the owner of "Whitley Park," a high-class real estate development. A newspaper campaign in behalf of Whitley Park has been running for some time. The most unique feature of it is that an advertising feature is made of the fact that Whitley Park believes in law and order. Under no circumstances will those who own homes there break laws. Whitley Park is no place for the family with a thirst, regardless of a fat wallet. Anti-Volstead persons might just as well stay away. Their patronage is not wanted.

A paragraph from one of the remarkable advertisements has this to say:

"In Whitley Park the Volstead Act and other laws which tend to safeguard the home, will have strict enforcement through positive residential control by The Whitley Park Country Club—composed of all owners."

The advertising has made a basic theme of the fact that here is one place where never a drop shall be touched and where the secret cocktail shaker and the forbidden underground store of the cup that cheers is not to be found, search as you may. It is said that the campaign has been very successful.

\* \* \*

As an illustration of the way an idea may be adapted from one field to another a plan used by the Samoset Chocolates Company of Boston is interesting.

A. T. Haskell, president of the company, on a hot day, stepped into a drug store for a cooling drink and noticed a "silent salesman" in the form of a revolving rack to the panels of which were

### **High-Class Complete Service**

#### **Manufacturers or Agencies**

Among things I do BETTER is COPY—from the "honey, warm-your-heart" kind of stuff to stiffest technical, scientific, medical. What about YOURS?

**Advertising—HALL—Publicity**  
93 Columbia St., Albany, N. Y.

## To a YOUNG COPY MAN *on the way up*

The young man to whom this advertisement is addressed is not looking for a job. He probably has one. But he is looking for an *opportunity*.

He can think straight, and write simply and clearly. He recognizes, however, that copy writing is not a literary calling, but is a means to an end—and that this end is sales.

He may at present be connected with a smaller agency, and seeks to step up. Or perhaps he is an understudy in a larger agency, and would spread his wings.

He is from 21 to 28 years of age and a college man (though this last is not imperative). Very likely he has had some newspaper experience, and can find interesting features even in subjects and products that seem prosaic and commonplace. If he has had direct-by-mail experience, so much the better.

Above all, he knows the meaning of cooperation, and the value of working harmoniously and unselfishly with his fellows.

If this young man coincides with yourself, write to the address below. The starting salary is modest in itself, but genuinely interesting in its potentialities *for the right man*. The organization offering this opportunity has offices in New York and the Middle West; is a member of the Four "A's"; is conducting a number of large and successful national campaigns, and is possessed of a reputation for producing outstandingly attractive and effective advertising.

Make your first letter tell your whole story, and include with it at least three specimens which you consider typical of your work. Members of our own organization know about this advertisement. All correspondence will be held in strictest confidence.

Address, "N. D.," Box 94, PRINTERS' INK.

## WANTED! ADVERTISING MANAGER

The Parker-Bridget Company, of Washington, D. C., one of the leading men's clothing stores in the East, requires immediately the services of a capable, high-grade advertising executive, preferably one who has had experience in retail advertising. The right man will find this an ideal position. Give complete details in first letter, which will be held in strictest confidence. Address:

**FRANK M. LOW, Pres.**  
Parker-Bridget Co.,  
Washington, D. C.

## EVENING HERALD

Los Angeles, Cal.

### Gains 20,347 Daily

Average Circulation

Sworn Government Statement, Six Months Ending  
March 31, 1923.....166,300 daily  
Six Months Ending Sept.  
30, 1922.....145,953 daily  
Increase in Daily Average  
Circulation ..... 20,347

### It Covers the Field Completely

Representatives:

H. W. Moloney, 604 Times Bldg., New York  
G. Logan Payne Co., 401 Tower Bldg.,  
6 No. Michigan Ave., Chicago  
A. J. Norris Hill, 710 Hearst Bldg.,  
San Francisco, Cal.



**Howell  
Cuts**   
for housewives  
direct mail and  
other advertising  
ask for proofs  
Charles E. Howell • Fisk Building • New York

attached, by clips, envelopes of salted peanuts. He was struck by the thought that chocolates might be packed in envelopes and sold the same way.

Accordingly a six-sided stand was devised, allowing for the display of six different kinds of confections. Instead of clips for attaching the merchandise to the panel, which required two hands to attach or remove, hooks were provided. The chocolates were packed in an envelope, sealed by an eyelet by which the envelope could easily be hung on the hook.

Stands are sold to retailers at about half their cost. Merchandise is sold to the retailer in the regular way, the envelopes packed in boxes. As fast as they are sold from the rack, the clerk replaces the envelopes from the reserve stock. Stands can be placed almost everywhere—on the cigar counter, the soda fountain, and other places, as well as the candy counter. They create extra sales. The company has found that men in particular appreciate the envelope form of packing, which is convenient for the pocket.

The plan has proved very successful indeed. Besides the direct volume of sales secured from the idea, which is considerable, the envelope package serves as an introduction to the customer for the regular line.

\* \* \*

One of the Schoolmaster's friends has moved out of his city apartment. He has taken his wife and children for the summer to a small town where it is really country. A single isolated case of this kind is not very important. Multiply it by several thousand and you have a situation that exists each year in every metropolitan city. It is making many a

## CAN YOU USE?

—a copy writer who is particularly adept at writing **FEATURE FASHION COPY**? Has done this successfully for exclusive department store.

—Is experienced newspaper-woman, whose imagination, breezy style and excellent "news sense" creates sparkling copy. Address "H. K. M." Box 101, care of Printers' Ink. Position preferred in N. Y. C.



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Aug. 30, 1923

## PRINTERS' INK

157

city storekeeper scratch his head and wonder where business is headed for.

The Tebbetts & Garland Store in Chicago has adopted what impresses the Schoolmaster as a resourceful plan for keeping its accounts with customers in the country for the summer from taking a long, unprofitable nap. Any member of the country family in town for the day can stop at The Tebbetts & Garland Store, order what he pleases and receives a check for the goods. The purchases are then taken to any railroad station by the store and checked at the parcel room. The purchaser on his way home, stops at the parcel room, presents his check, receives his package and boards the train.

\* \* \*

In large cities such a service will be of real value. For example, The Tebbetts & Garland Store is nearly a mile from all but one of the several railroad terminals. Friend Husband has plenty to think of as he hurries across the "loop" for his evening train. On a crowded surface car or in the jam of pedestrians an armful of packages has no place in his picture of the end of a perfect day downtown.

This store is conducting a direct-mail campaign to merchandise this service. In it it uses a booklet listing the "keepables," that is, the canned goods and foods packed in glass that the company stocks regularly. It carefully avoids attempting to sell green groceries and other farm products that the city man may obtain easily and economically in the neighborhood of his country place.

**\$22,000 from a !  
Letter !**

\$22,896.20 worth of merchandise sold with a single one-page "form" letter at a total cost of \$136.05. Send 25c for a copy of *Postage Magazine*, and an actual copy of this letter will be sent gratis. If you sell, you need *Postage*, which tells how to write Sales-Producing Letters, Folders, Booklets, House Magazines. Subscription \$3 a year for 12 numbers chock full of usable, cashable ideas.

POSTAGE, 18 E. 18 St., New York

A. B. C.

Est. 1873

# American Lumberman

CHICAGO

Reaches buyers for 10,000 lumber yards and manufacturers of 85% of the lumber manufactured in U. S. A.

## Proprietary Medicine

Manufacturers large and small all read and rely on the trade paper of their industry.

## "Standard Remedies"

(440 South Dearborn, Chicago)

## One Letter Pulled \$30,000.00 Cash!

BOOM YOUR BUSINESS WITH DON MAGOON SALES LETTERS, written especially for you after study of your selling problems. During 13 years, Don Magoon Advertising Copy has been used in the greatest Direct Mail triumphs of our time. Fee only \$5.00 per letter or page. Send me, with remittance, all necessary information about your business and literature already used, if any.

"DON MAGOON," Suite F  
2764 Prairie Ave., St. Louis, Mo.

## HIGH LIFE

25c copy. Monthly. Est. Jan., 1922

Its place in magazine history is unique. It was built on a shoe string. 10,000 copies of first issue were printed and enough sold to pay the printer's bill.

TODAY—OVER 100,000 READERS

1465 Broadway, New York City

## Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken book cloth; lettered in gold.

Printers' Ink Publishing Co.

185 Madison Avenue, New York

# "GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

### BUSINESS OPPORTUNITIES

#### Printing Machinery and Supplies

New or Pre-Used  
Printers' Complete Outfitters  
Conner, Fendler & Co., New York City

**PERIODICALS, HOUSE ORGANS, CATALOGS, etc.**—First-class work; A1 service; prices reasonable. Doing printing of this nature but can take on more. City advantages, country prices. 67 miles from New York. Stryker Press, Washington, N. J. Phone 100.

#### CAN YOU SECURE ANY ACCOUNT?

Here's your opportunity to get "inside looking out" of a young growing agency. Box 627, Printers' Ink.

#### FREE LANCE

expert; writes vivid, human copy, with fresh, original appeal and clear analysis. Grace Brewster, Derby, Conn.

## WEEKLY CLASS PERIODICAL

There is a certain well-established and profitable publishing business, which does a gross business of about \$200,000 annually, which can be bought on easy terms.

It would require \$50,000 as a cash payment on a total valuation of \$250,000; \$25,000 per year and interest thereafter.

The leading journal in an important and growing field. It should appeal to a couple of ambitious, aggressive and experienced young publishers. Address "B. O.," Box 599, care of Printers' Ink.

**Multicolor Presses, Addressing Machines, Multigraphs, Letter Folders, and other office devices. Save half.** Pruitt Co., 170-PI North Wells Street, Chicago, Ill.

**For Exchange**—160 acres Canadian land; leased; under cultivation; for going publication or printing plant showing valuation approximating \$8,000. Royal Service Co., 217 Broadway, N. Y.

### 60,000 Mail Order Names

17,000 of them recent buyers of general gift merchandise; due to buy again this fall. Current catalog requests will be included, as we are devoting our entire energies to manufacturing. Make offer quickly.

The Holmes Co., Providence, R. I.

### HELP WANTED

**ARTIST**—Photo-retoucher on mechanical subjects. Steady position. Good salary. Moore Studios, 216 Market St., Newark, N. J.

**Salesmen** to sell window and lobby advertising campaign to banks and real estate offices; a splendid earning opportunity; write with particulars to A. Cherney, 1330 W. Van Buren St., Chicago, Ill.

**Subscription Manager** of proven experience wanted for an established popular monthly magazine. Applications considered in strictest confidence. A gold mine for right man. Mr. Houtain, 1465 Broadway, New York City.

**Live agency** has opening for experienced production man. Must be capable buyer of all materials. Good on layouts. Interest later on easy terms to right man. Moderate salary at start, but a real chance. Give all details. Waples-Freitag Co., Atlanta, Ga.

### Commercial Artist

Large rubber company in Middle West requires a versatile artist for export company who can do color work for posters, house-organ illustrations, and pen-and-ink sketches. This is an unusual opportunity for an artist with original ideas. Samples should be submitted with your reply. Box 597, Printers' Ink.

**Wanted**—High-grade commercial artist who can create interesting pictures for newspaper reproduction. Piece work only. Phone Lytton Market 2400 or address Box 290, City Hall Station, N. Y. City.

**Copy writer** to prepare booklets, catalogs, circulars and sales letters for direct-mail selling to women. Experience in varied merchandise lines specially desired. Splendid opportunity with nationally known organization located 100 miles from New York. Box 603, care of Printers' Ink.

**WANTED**—Man with journalistic training to conduct magazine department dealing with plant diseases and insect pests and their control. Thorough knowledge of subject, with ability to discuss it intelligently, absolutely necessary. Exceptional opportunity for right man. Address Box 2711, Tampa.

There is an excellent opportunity in a large sales organization located ninety miles from New York, for a man who can handle all sales correspondence and sales detail work. This is an inside position and applications are desired only from those who have had a thorough training in office detail and correspondence. Mention age, experience and salary desired. Box 590, Printers' Ink.

**ADVERTISING** representatives wanted for well-financed, rapidly growing, semi-monthly magazine of national circulation, one for Pacific Coast work, another for Eastern States. Full time men with no other interests or side lines. Must have had successful experience in magazine, newspaper or trade publication work. State salary requirements, previous experience, full details and give references. Box 2844, Tampa, Florida.

#### ASSISTANT TO BUSY ART DIRECTOR

Vacancy in large Art Department for Assistant to Art Director. A man competent to make layouts, also rough and finished drawings in black and white and color. Must be conversant with advertising and all printing processes. Write first, stating qualifications, age, experience and salary desired. R. A. Brown, 43 E. 59th Street, N. Y. City.

### Make-up Editor

A small trade paper, published in New York City, wants a young, unmarried man to act as make-up editor and general assistant to the publisher. Previous experience is not essential. The primal requirements are intelligence, energy, punctuality, reliability and a good command of the English language—especially grammatical construction for proof-reading purposes. Any knowledge of chemistry or of the textile industry would be of value. The initial salary will be small, but the opportunity for advancement is large. The right man, by combining editorial and advertising ability, can make himself extremely valuable. In applying give your age, educational qualifications and a little human interest story about yourself. Address Box 619, Printers' Ink.

**Desire** to communicate with high-class experienced newspaper or magazine advertising salesman. Opportunity to develop with growing concern. State salary, experience and reference in first letter. Box 631, Printers' Ink.

**Advertising Man**—Exceptional chance for young man to assist head of New York service agency. Moderate salary with participating arrangement. Imagination and ability to express it essential. Retail experience valuable. Box 604, F. I.

**Business paper** wants a young man to take hold of its circulation department. One who can prepare effective subscription campaigns, follow-up letters, etc. Must be familiar with A. B. C. requirements, etc. Salary moderate but will grow with circulation. Address Box 600, Printers' Ink.

**WANTED**—Experienced go-getter circulation manager capable of adding 50,000 subscribers in four months to well-established, well-financed national publication, semi-monthly, \$2 per year. Keen reader interest. Present circulation 30,000. State salary wanted, give complete details and references first letter. Address Box 2844, Tampa, Florida.

**Advertising Manager** for a woman's publication. Young man or woman with experience and energy, who can represent with credit the highest class circulation and who has a distinct ability for making sales. This is a fine opening for a young person who is ambitious to build a position which will be worth while to him. Liberal commission and drawing account. Reply by letter to Box 633, Printers' Ink.

#### COPY WRITER — MERCHANDISER PUBLICITY MAN

Large New York City corporation requires a young man who can write copy for dealer helps, direct-mail pieces, sales letters and trade-paper ads, and write merchandising articles for use in trade papers and house-organ. No layout or national advertising experience is necessary, but previous house-organ editorship and trade publicity work will prove valuable. Mention age, education, religion, experience and salary desired. Box 628, Printers' Ink.

#### POSITIONS WANTED

**N. Y. advertising man**, many years in charge of copy and plan for big agencies and mfrs. open for special copy service, or as adv. manager. Address Box 605, Printers' Ink.

**Experienced girl** wishes position with agency or art department. Has ability, refinement, intelligence; college graduate; secretarial ability. Box 595, care Printers' Ink.

#### CHICAGO PUBLISHERS:

Represented ably at New York? Experienced American, 32, desires to represent your publication with Trade News and solicit advertising. Whole or part time. References: prominent publishers. Box 608, Printers' Ink.

**Editor**—Young woman, experienced in editorial work, writer and editor, expert in layout and in handling mechanical details; executive ability; exceptionally good references. Box 609, P. I.

**Space solicitor**, 27 years old, with successful record of five years in business paper field, desires to become affiliated with aggressive publication in eastern territory. Box 611, Printers' Ink.

**A contributing editor** now writing editorial and feature material for publications of the highest class wishes to extend his field of work. Daily material can be furnished. Box 610, P. I.

**Editorial**—Young woman, thoroughly competent in editorial field, desires new connection, \$50. College graduate, newspaper and publicity experience; unquestionable references. Box 621, P. I.

**YOUNG MAN**, 23, one year college training, desires to enter the advertising field. No advertising experience, but plenty of ambition and energy. Box 624, Printers' Ink.

**SALESMAN**—32; broad experience in selling manufacturers, jobbers and retailers in a big way. Seeks opportunity where results count. Not afraid of responsibility. Box 625, P. I.

### Advertising Solicitor

wishes to represent publication in Cincinnati. Commission basis. References. Box 592, Printers' Ink.

**YOUNG MAN**, 5 years' agency experience, having outgrown his position, desires one offering a real future. Experienced in rate, production and forwarding depts. Box 613, Printers' Ink.

**Business Woman** seeks opportunity. Combines executive ability and experience with initiative, resourcefulness, attention to details. Can employ and train assistants, manage office. Box 629, P. I.

**ASSISTANT ART DIRECTOR** of agency wants position. Six years' experience; is versatile artist, layout man, visualizer; buys art; knows production. Box 632, Printers' Ink.

### Figure Artist

Part time or half-day basis. Ten years general agency experience. Work in line half-tone and color. Box 620, P. I.

**Advertising Man Available.** Experienced in direct mail, trade journal, agency copy, layouts, production. Terse forceful writer. Young. Clean cut. Hard worker. Moderate salary. Box 591, P. I.

### Master Typographer

seeks connection with agency or high-grade printer. Thorough knowledge of art, engraving, typography (hand and machine), all methods of printing (also offset lithography), bookbinding, paper, etc. Expert on type and layout. Systematizer, accustomed to responsibility and handling help. Non-Union. Box 596, P. I.

**Advertising Plan Man** experienced in direct-mail advertising. Knows typography, art buying and instructive copy writing. High-grade agency or mercantile connection desired. Box 626, P. I.

**Secretary to Advertising Head**—Young lady, several years' commercial experience; executive ability; expert stenographer; good educational background. Can write copy. Box 614, P. I.

### 100% EXECUTIVE BOOKKEEPER

Wants connection with live publishing house. Anxious to learn editorial end. \$40. Box 615, P. I.

**Washington**—Young man, 30, college education, experience in publicity, exporting, advertising, publishing, wants permanent position in Washington, D. C. Used to responsibility. Address Box 601, Printers' Ink.

**Secretary Assistant** to editor or advertising manager. Young woman, college trained, four years' secretarial, advertising, publicity experience, wants position with opportunity for real future. Box 612, Printers' Ink.

**Executive**—Male, age 34; single; 12 yrs. experience in order, space buying, service, research, promotional and allied depts. All references. Will locate in any large city. Address Box 617, Printers' Ink, Chicago office.

### ADVERTISING ARTIST

would like to connect with advertising manager in well-established concern. Creative, business and sales ability. Agency, engraving and printing experience. Box 594, Printers' Ink.

### CAN YOU USE THIS MAN?

His experience in advertising, sales promotion and correspondence work covers ten years. Has successfully handled sales, collections and adjustments. Seeking greater opportunity in advertising or sales department where good habits and hard work will mean advancement. College graduate, 33. All references. Available Sept. 4, Box 618, P. I.

### We Have a Mighty Good Office Manager

He is of mature judgment, conscientious, and brings an enthusiasm into his work. A thorough knowledge of printing is included in his many qualifications.

Organization changes have resulted in his voluntary resignation, but because we like his work and wish him well we want to help him land a real job. Write us.

EINSON-FREEMAN Co., Inc.

329 East 29th St.  
New York, N. Y.

**Advertising and sales promotion man** with extensive retail experience feels that ability warrants broader field of activity. Well grounded in all phases of advertising. Good knowledge of merchandise and values. Box 593, P. I.

**Manufacturers and Advertising Agencies**, save traveling expenses of Investigator to Mountain States. Competent man with newspaper, advertising agency and mercantile agency experience, with headquarters Denver can make commercial investigations throughout Intermountain country. Wire or write Allen, 420 E. 16th Ave., Denver.

**Advertising-Sales Promotion man.** Experienced salesman, manager, writer and executive. Familiar with general, mail-order, direct mail; also business paper and semi-technical copy and plans. Good personality, mixer, analyst, accepts responsibility, works hard, and has exceptional references. Now employed, but available. Salary about \$6,000. Box 616, Printers' Ink.

**Sales and Advertising Director**—12 years' experience, married, age 35; now copy chief metropolitan newspaper; desires change; seeks connection with Middle West manufacturer or newspaper where services of unusual man will be appreciated; specialist in house-organs, general sales and promotional literature, all details; minimum starting salary \$6,000. Box 630, Printers' Ink.

#### Asst. Sales and Adv. Manager in Chicago

Young man, 30; excellent selling record with high-grade organizations. Extensive knowledge of sales and advertising methods. Can handle men and write good copy. University training. Loyal, intelligent and aggressive. At present asst. to president of small manufacturing concern; in charge of advertising and sales. Will start at less than present salary of \$3,600 for opportunity of working with a good man and for a coming concern. Box 634, P. I.

## My Boss and I

can't agree on what constitutes "selling copy." He has an idea that superlatives carry the day, while I believe that Old Man Specific is what our product needs.

Naturally I don't want to stay here where I'll seem to be responsible for all the "finests" and "bestests" the boss writes; people are likely to think I wrote it.

My experience covers more than four years of advertising copy, catalog preparation, sales letters and all the rest of it. I'm well educated, have lots of common sense and want to join some manufacturer who needs a hard worker to promote sales.

You can get details by writing to Box 606, care of Printers' Ink.

### WE CONNECT THE WIRES

**MACHINERY** advertising manager of "very sound judgment," after six years with big manufacturing concern, is ready to direct the marketing of a technical product. "Has had a wide experience in this line and has always made good for his employers." Age 43, expects to earn around \$5,000, no restrictions. Our No. 1199.

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

**Photo-Engraving and Advertising**  
Young man (29), seven years' photo-engraving, four years' advertising service. Thoroughly understands photo-engraving, printing and art for advertising. Moderate salary to start. Will go anywhere. Box 623, P. I.

## Publisher's Representative

Successful salesman on leading publication in restricted field seeks a change. Well acquainted in New York and Eastern territory. College graduate, age 31, married. Good personality, hard worker. Familiar with general and technical subjects. Splendid references. Open for good publication in any field. Box 602, Printers' Ink.

## TRADE JOURNAL SALESMAN

Ten years' successful selling, five years' editorial experience textile and allied lines. Knows trade-paper business thoroughly. Box 622, P. I.

## PRINTER-EXECUTIVE

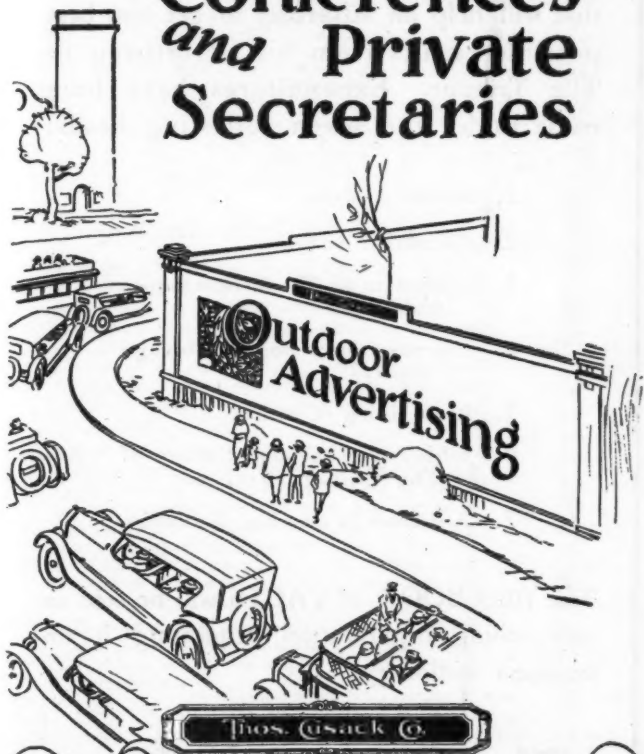
Age 40; ten years' experience as executive with discriminating printers; practical in all departments, layout and design, composition, stonework, engraving, press work, binding; knows paper and ink; mechanical and industrial engineer; experience in estimating, costing and routing; good systematizer and able to handle workers to get results; desires position as executive with printing concern that is aiming to produce good work; record and references of the best. Address Box 598, P. I.

# Table of Contents

NEW YORK, August 30, 1923

How Rising Retail Selling Cost Affects National Advertisers	3
<i>J. R. Sprague</i>	
The Advertising Opportunity for Oil as a Household Fuel.....	10
<i>Amos Bradbury</i>	
America's Wheat Complex Produces a Flood of Bunk.....	17
<i>Ray Yarnell</i>	
Should the Advertising Portfolio Be Limited to Advertising?.....	25
Railroads Ask Farmer to Stop, Look and Listen.....	28
Gotham Tries Out Another New Idea of the Consumer.....	33
<i>Roy Dickinson</i>	
Good Books to Train the Advertising Marksman.....	41
<i>David Dulaney</i>	
English Manufacturers Adopt American Merchandising Methods.....	49
<i>Walter F. Wyman</i>	
Dennison's Continuing Preparation for Changed Business Conditions.....	57
<i>James True</i>	
A Bank Finds Continuous Advertising Needed to Tame Wildcats.....	65
Reducing Turnover in the Sales Force.....	73
<i>A. H. Deute</i>	
Advertising Helps Tire Industry Change Established Practice.....	85
<i>James Henle</i>	
How McQuay-Norris Company Makes Containers Help Selling Operations..	96
Statistical Facts from the Government That Help Increase Profits.....	100
Newspaper Advertisements Offered as Prizes in Dealers' Sales Contest...	113
Making Still-Life Illustrations as Interesting as Figure Work.....	117
<i>By a Commercial Art Manager</i>	
Getting Clerks to Tell You How Much They Know.....	126
<i>W. B. Edwards</i>	
What's Wrong with the Salesman Who Undersells?.....	137
<i>W. P. Anderson</i>	
A Furrier Builds a Profitable Business in a Dead Season.....	142
Editorials .....	146
More about Advertising vs. Surplus Production—How Important Is a Conference?—Nothing Wrong with the Farm Market—The Testimonial Copy Vogue.	
The Little Schoolmaster's Classroom.....	152

# Always Gets an Audience in the face of Conferences and Private Secretaries



Thos. Casack Co.

CHICAGO  
Harrison, Loomis and  
Congress Sts.

NEW YORK  
Broadway and 5th Ave.  
at 25th Street

Branches in 49 Principal Cities



# Under Seven Heads

**T**HE CHICAGO TRIBUNE has maintained a policy of securing all the information about the Chicago Territory that will help an advertiser to get the best possible results from his advertising in The Tribune. Expenditures have been made under the seven following heads:

1. Market Analysis
2. Circulation Analysis
3. Publication of *The Co-Operator*—a trade paper
4. Investigations among Chicago retailers
5. Route listing of dealers
6. Jobber and Dealer Survey of The Chicago Territory
7. Assistance in securing distribution

The 1923 BOOK of FACTS will be sent to any selling organization requesting it on business stationery.

## The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Ave.  
New York City

Tribune Bldg.  
Chicago

Haas Bldg.  
Los Angeles